

Adonis Golden Ratio System

The Theory of Ideal Body Proportions

BY JOHN BARBAN

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Introduction

If you've ever said to yourself "I want to get in shape" then you must have had some picture in your head of what that "shape" is supposed to be. You might be able to describe it in some abstract terms like, "I'd like to lose some weight", or "I'd like to put on some muscle" or "I want to look like <Insert name of popular Hollywood celebrity, athlete or bodybuilder here>".

Unfortunately, simply wanting to look better doesn't give you much of a direction or road map to follow. For example, in order for you to get in shape you may have determined that you need to lose some weight...but how much weight is enough to get the look you want?

You may have also determined that you need to add some serious muscle mass to your frame. But how much muscle do you need to build? How much muscle **CAN** you build? What muscles do you want to build? Do you just want giant legs like a cyclist or speed skater, or do you want balanced proportioned mass all over your body?

When you look at it from this perspective, setting a simple goal of 'getting in shape' doesn't really seem to cut it anymore. The goal has to be more specific, and that is what this concept is all about, **getting into a specific shape**.

Suppose you wanted to do both of these things (build muscle and lose fat). How would you know where to start with a workout and diet program, and even more importantly how would you know when you've reached the right size?

Is 10 pounds of weight loss enough? Is 20 pounds? How do you measure fat loss and muscle gain at the same time?

All of these important questions are essentially ignored in mainstream fitness advice. Whether it's newspapers and magazines or internet sites and books, no one identifies a

true measurable map of how to make your body look better, it's always just some combination of pounds lost and strength gained (and maybe some indication of clothes fitting differently).

The truth is that without a clearly defined target you could always be left unsatisfied and chasing a goal that is simply unattainable. And that is unfortunately what happens to so many of us because we have been given a false sense of what is achievable (and even desirable) by the fitness media, professional and amateur sports, and even Hollywood.

In the following pages you will see how the physiques that are displayed in the pages of fitness magazines, during most professional and amateur sporting events and on the silver screen are often a product of the concealed world of steroids and other physique altering drugs.

Just as the media can portray an unrealistically thin ideal for women leading to anorexia and many forms of eating disorders, the media can and does portray an unrealistic size and muscularity to men that results in the reverse disorder from anorexia, which is called the Adonis Complex.

The Adonis Complex is a body image distortion that many men face believing they need to constantly be bigger. No matter how big a man gets he still views himself as skinny and weak (just as a dangerously thin anorexic still views themselves as fat).

This is unfortunately how many men start using and abusing steroids. Even while using massive amounts of steroids and gaining inhuman amounts of muscle a man caught in the psychological trap of the Adonis Complex can never be satisfied and hence is constantly searching for a way to get even bigger.

Drugs are added on top of drugs, dosage cycles become larger and longer until people are literally becoming big to death.

As you will soon find out, the mainstream media, professional sports and Hollywood are only making this worse as they are all in on an insidious lie about what truly makes their stars look and perform the way they do.

These are the wrong idols to be looking up to if you are at all interested in getting into and staying in your best shape naturally without drugs.

And this is the whole point o Adonis Golden Ratio System.

The truth is that no matter where you are starting (big or small, skinny or heavy) all roads lead to **one perfect shape for each man**. It's closer than you think, and it can be achieved without the use of steroids. It's the look of success, the look of confidence, and the look that commands respect. And, as idealistic as it sounds, each of these claims are backed by solid sociological and anthropological research!

The goal is the perfect Golden Adonis Index Ratio. The road is the Adonis Golden Ratio System. The result is the Adonis Effect.

The story in the following pages is about how I overcame my Adonis Complex, and developed the road map to the right body shape, built the Adonis Golden Ratio System, achieved a golden Adonis Index Ratio and discovered the Adonis Effect.

PART 1

Chapter 1

Adonis Complex: How It All Started

I have been fascinated with the concept of building bigger muscles and getting stronger for nearly my entire life.

I started working out when I was seventeen years old, mostly because I was insecure with my body – I thought I was “weak” and abnormally skinny. In fact, high school really marks the first time I can remember realizing there were guys significantly bigger and stronger than I was, which naturally added to my insecurities. I related size and strength to social status, confidence and power.

Why?

- The big guys were on the football team.
- The big guys got the girls.
- The big guys were men amongst boys.

Naturally, because of what I saw, I *too* wanted to be a big guy. I believed I needed to be bigger to have the social life I wanted, so...I started working out.

Now I’m approaching two decades of consistently working out without missing more than a few weeks here and there (minor injuries, the odd cold etc). Working out is so normal to me *now* that I have a hard time relating to people who *don’t* regularly go to the gym. I really just don’t get it when I meet people who don’t workout on a regular basis.

Letting an entire week go by without hitting the gym is a completely foreign concept to me. I can't imagine leaving the size and shape of my body up to chance or whatever my genetics might have in store for me. The day I realized I could change the size and shape of my body with weights was the day I started working out.

And I haven't looked back. Working out is the single most important habit I've picked up in my life.

However, it took more than fifteen years of lifting weights for me to **fully appreciate the power it has over all aspects of my life**. But who has that kind of time to spend figuring this out? Who even wants to spend that kind of time?

That's why I've written this book. I want to relate one of the most incredible secrets I've learned about the human body and how it can transform your entire life. But, in order to fully explain how I came to this amazing discovery, we need to go back in time.

Let's wind the clocks back fifteen years...

I was a nineteen-year-old punk entering college who'd been working out for roughly two years and was feeling pretty good about myself. I'd put on some muscle and was closing in on my goal of getting my bodyweight up to 200 pounds.

At the time, that goal was certainly a big deal for me. When I started working out, I was almost six feet tall and 150 pounds – I thought that was pretty damn skinny. For most skinny guys, becoming 200 pounds is a *big deal*. It means you're a “big guy,” it means you're more of a man and, it means you aren't “little” anymore.

My younger self felt having a bodyweight below 200 pounds meant I was small, weak, and somehow less of a man. I imagined a fraternity of men who were either above or below 200 pounds, and I just knew joining the fraternity of 200-pound men would bring me power, respect and freedom.

I have no idea why I felt this way, but it was a feeling I couldn't shake and one that became the driving force behind my workout habit.

After two years of working out, I started to build some significant muscle and strength, and I felt pretty good about my progress. Girls started noticing me, I was on the football team and my social life went from nonexistent to partying every weekend. As far as I was concerned, I'd found the answer:

The bigger your muscles get, the better life gets.

Of course, this led to me wanting to even get bigger – **immediately**.

In addition to experimenting with all forms of weight training – from power lifting to bodybuilding – I started trying every supplement known to man. Protein powder, weight gainers, amino acids, chromium, tribulus, smilax – you name it, I took it. I was even one of the first people in my circle of friends to try creatine when it hit the market in 1993.

No matter what I tried, though, I was never fully satisfied with the amount of muscle and strength I gained. In fact, I could feel myself becoming more and more obsessed with the idea of being bigger. During the summer of '94, when I'd finally achieved my goal bodyweight of 200 pounds, I *still* wasn't happy. I still didn't think I was strong enough...or big enough... I realized there was nothing magical about weighing 200 pounds. There were still many guys at the gym who were bigger and stronger than I was.

But, *to me*, size and strength still meant everything, so...

I immediately reset the goal to 210 pounds.

It was during this time I realized I'd also reset my mentality. You see, when I first started working out, the "big guys" intimidated me. Whether it was at the gym or some

social setting, I tried to avoid them altogether. However, after a few years of weight training I was close to being one of them. I wasn't intimidated anymore; instead, I was anxious to get even bigger and start doing some intimidating of my own.

That's when I decided I had to learn more about how the body works and how to build more muscle.

In the fall of '94, I started my undergraduate degree in human kinetics and nutrition. I started learning all about biology, chemistry, physics, human physiology, nutrition and the like, but I didn't care about much of this stuff on its own and as such you could *say* I was quite the horrible student.

I mean, I only listened to the parts of my biology or nutrition classes that related to building muscle or burning fat – *that's it*. I didn't care about anything else. If it wasn't going to help make a measurable improvement to my success in the gym, I just wasn't into it.

So, I guess you could *also* say that thinking a degree in human biology would help me better understand how the body works and put me ahead of the game when it came to building muscle and getting lean wasn't really working. I realized that knowing more about physiology wasn't going to help me get any bigger, stronger or leaner, and I was getting frustrated.

During this time, a competitive bodybuilder would have been around 250-275 pounds in the off-season and around 220 pounds when he was “competition ready” – or, the way he actually looked when he was on stage. My own weight had stagnated at around 200 pounds even though I was religiously in the gym four or five times a week I just wasn't getting much bigger.

Surely there **had** to be another way. Surely there **had** to be some information I just didn't have – something that would act as the missing pieces to this incomplete puzzle.

How was I supposed to continue to pack on slabs and slabs of rock hard muscle? I had already decided that bigger muscles were the keys to success so my ongoing mission was simple...get bigger.

Sadly, the more I learned, the more I realized “science” didn’t have the answers to my questions. I gave up on textbook definitions of being “in shape” and what having an “athletic-looking” body really meant. I fully expected to weigh at least 250 pounds. I wanted really big arms and a huge chest...I wanted to be able to lift more weight with *one arm* than most guys in the gym could lift with *two*.

But, a dark cloud soon formed over me.

I started to believe it just wasn’t possible.

Or, more precisely, it just wasn’t possible without drugs.

Eventually, I completely abandoned what my exercise physiology profs were teaching and I decided to go grassroots. I started talking to all the biggest and strongest guys at my gym to find out how they did it. You can imagine how frustrated I got when they threw all the usual generic answers at me: “*Do lots of heavy lifting.*” “*Take your supplements.*” “*Power lift.*” “*Eat tons of calories.*” “*Time your meals.*” “*High protein is a must.*”

Yadda yadda yadda.

I was already doing all of that and I still wasn’t gaining any more muscle. There **had** to be another answer that they weren’t telling me.

I kept asking questions (well, more like conducting interrogations, now that I think about it), but I never got answers that were new to me. All the information was the same stuff I’d read in popular magazines. I already had 2 personal training certifications and

that didn't help...I did all the workouts from the magazines, and still the other guys were way bigger and way stronger than I was.

I thought I was a smart guy, so what the hell was I missing?

Finally, after I'd built up enough rapport with one of the really big guys – (we'll call him "Bob") – he revealed to me the real information that had eluded me.

The True Secret to his success was...

...anabolic steroids

If I told you this was when my naïve world came crashing down around me, **it would be an understatement.**

There I was, following all the workout routines I'd read about in magazines, getting every personal training certification that I could, taking a freakin' degree in exercise physiology and nutrition, spending hundreds of dollars on supplements (and working in a supplement store), following all the diet advice and getting *none* of the results. Then "Bob" tells me that the real and *only* way to pack on bodybuilder-sized mass was to use steroids.

I'd been a fool, but I finally had the real answer. Everything clicked into place.

Even later on, I realized how many professional and Olympic athletes, bodybuilders and movie stars were on drugs, and it was clear to me I'd been duped just like everyone else into thinking the body and shape of many of the people we all look up to were attainable without drugs.

Think about it: Alex Rodriguez, Barry Bonds, Mark McGuire, Rafael Palmeiro, Roger Clemens, Bill Romanowski, Shawn Merriman, Sammy Sosa, Jose Canseco – they've all

been busted or implicated with steroid use. Arnold Schwarzenegger has admitted to using steroids, Sylvester Stallone has been caught with growth hormone and testosterone and Hulk Hogan has been charged with steroid use.

Even *Bigger Stronger Faster**, the documentary about steroids, revealed how much deeper the steroid rabbit hole really goes with bodybuilders. If you watch this documentary you'll see some bodybuilding fitness models openly admit to steroid use while they're promoting supplements and **say that it's your fault for thinking it was the supplements that got them the look you're seeing.**

As a matter of fact, almost every athlete or bodybuilder that I'd ever idolized when I was younger has been on steroids at some point during his career.

BURN!

I soon began consuming all the information and research I could find about steroids: which ones to take, what was fake and what was real, how much they cost, how they worked, the side effects, the physiological changes in the body after using them, how to buy needles – all of it.

I was basically doing all the background research in order to make an informed decision about using steroids and, after about a year of this, I decided to use steroids for the first time.

I figured if they were good enough for all of my sports and celebrity idols, they were good enough for me, too.

Of course, I was way too afraid of needles to actually ever inject myself with anything, so the first time I tried steroids I did a five-week cycle of an oral steroid called dianabol, and, WOW.

I gained size and strength – FAST.

The amount of muscle and strength I gained in those five weeks matched all the strength and muscle I gained during the previous four years. It was *ridiculous*. My bodyweight shot up from 200 pounds to 220 pounds, and I was constantly growing. It felt like a muscle pump that *never went away*. My shirts became tighter around the arms and shoulders, and I maintained a lean body fat percentage, too. This truly was the answer to getting big staying lean and gaining immense strength rapidly and all at the same time.

Each new day at the gym seemed to bring the ability to lift more weight – it was as if I had no limit. If I lifted 250 pounds today, I would lift 275 pounds the next week and then 300 pounds the week after that. The amount of strength I gained – and kept gaining – didn't make any sense. I felt like I was wearing an invisible suit of armor (kinda like the Ironman suit), or like I had a permanent spotter who lifted the bar along with me with each rep.

Once, when I was trying a max on bench press that I'd never attempted before, I told my spotter to stay close to the bar just in case I couldn't lift it. I did one rep and immediately racked the weight. Thinking my training partner was to blame (not thank) for my instant success, I yelled at him and told him not to lift the bar for me. He told me that he didn't touch it – that it was *all me*. I didn't believe him, so I told him not to even spot me when I tried again. Sure enough, I easily did five more reps. It *was* all me – well, me and my supercharged drugs.

When I didn't even believe my own body lifted the weight was when I realized how powerful steroids truly are.

I dabbled with steroids off and on for the next three years. I'd do a six- or eight-week cycle two or three times a year, and my body weight actually managed to go all the way up to 257 pounds. I didn't realize it at the time, but I'd gotten pretty big and very bulky.

And, of course, it still wasn't enough to satisfy me.

I remember my only thought when I hit 220 pounds: *Now I gotta hit 230 pounds.* When I hit 230 pounds, I was dead set on reaching 240 pounds. And once I was over 250 pounds? I *still* wasn't satisfied. My next goal was 275 pounds...seriously 275lbs...*What the hell was I thinking?*

You can't gain social dominance and life success through sheer size – this was a futile attempt, and I know that now, but that sure as hell didn't stop me from trying then.

Man, was I missing the boat.

As I grew increasingly larger, another interesting thing happened: I finally became one of the “big guys” at the gym. I was a regular steroid user, and so all the other users openly talked to me about it. Within six months of using I knew every other guy in town who was using. It was a fraternity of sorts; everyone was buying from the same few sources, so I got to know who everyone was really quickly.

I also became very good at picking out who was and who wasn't using steroids. The amount of muscle and strength a guy could gain was a dead giveaway. I knew because, well, I'd been there. I'd experienced it firsthand. I knew how slow the process was without drugs, and there was no fooling me anymore. Steroids are similar to any other drug; nonusers might have a difficult time spotting a user, but users can pick each other out from a mile away.

Of course, a person who uses steroids usually has a list of people he will tell about his use and other people he won't tell. This list usually includes close friends and workout buddies, and those are the two groups of people I was honest with. They were the guys I thought I could trust with the information – the guys who didn't judge because they were either on steroids themselves or were very curious about steroids and wanted to hear a firsthand account.

Everyone else – like acquaintances or people I felt wouldn’t understand, wouldn’t handle it tactfully, or would assume I was on the same page as a heroin addict – stayed in the dark. Oh, I answered their questions, but I fed them the same BS lines the fitness magazines fed me: “It’s the amino acids, the protein, the supplements, the amazing workouts.”

Yeah...Sure it was.

Fortunately, most people in the “Everyone Else” group never pressed the issue. Why would they? They didn’t know much about steroids, having never used them, and so they had no reason to doubt me and no proof that I was lying.

I never considered it at the time, but another reason why “Everyone Else” didn’t bug me about it could have been *my size*. Remember how I wanted to start doing some intimidating of my own? Well, on more than one occasion people told me I was becoming an intimidating person.

One day, while I was at the gym working out with all the “big guys,” two smaller guys were working out beside me with what I thought were pathetically light weights. I knew they were quite dedicated to working out because I saw them at the gym every day; however, I also thought their attempts at building muscle were futile. They weren’t using any drugs, and no matter how badly they wanted to be big like me, I knew they weren’t going to be able to do it without drugs. In my head, it was so clear: Either get on the program, get some drugs, and actually become big, or get out of the gym and stop pretending.

I realize now that this was volatile thinking, and I had become rather arrogant...but, I digress.

Anyway, there I was – all 250 pounds of me – working out next to these 165-pound ‘beanpoles’ (at the time I considered anyone under 200lbs as tiny). They were using a

stopwatch to time their sets, and the damn thing went off every sixty seconds. The stopwatch's beeping irritated me so much that I stopped my workout, walked over to them and told them point blank, "If I hear that stopwatch go off one more time, I'm going to break the watch then throw both of you out of the gym."

Needless to say, I never heard the stopwatch again.

Who the hell was I to do that to a couple of unsuspecting guys who were just trying to work out?

Looking back, I now realize why that stopwatch bothered me so much. I became irritated with the watch because I knew those guys had been misled to believe timing their rest periods was the "magic missing ingredient" they needed to finally get as big as I was. They honestly believed that their stupid little watch was going to help them become 250 pound behemoths. At no point did I consider the fact that perhaps they didn't really want to be quite as big as I was...I just assumed every guy wanted to be 250 pounds...in my head bigger was still better.

But I knew better.

Those two guys were living breathing reminders of my former naivety.

It irritated me because, just a few short years earlier, **I was the kid with the stopwatch.** I never wanted to be that naïve kid again, so I couldn't stand seeing someone else being so naïve. I guess, in my own way, I was telling them to stop being so naïve about working out and getting huge. After all, I was proof of how to get big, and that formula sure as hell didn't involve a stopwatch in the gym. Of all the things I used in my quest to get huge, steroids were the only thing that delivered on the promise.

(**Interesting note:** One of those 165lbs "beanpole" guys was [Brad Pilon](#) who is now my business partner and helped me develop the [Adonis Index Workout!](#))

At that moment, I had a revelation: Being a “big guy” put me in a position of ultimate authority on how to build muscle and get ripped.

I was almost 260 pounds and I could lift more weight than just about anyone in the gym. Who was going to argue with me? If a smaller, weaker guy wanted to get bigger and stronger, who was he going to believe – me, or some other guy who was just as small and weak as he was? Everyone assumed the biggest and most ripped guys had all the answers to questions about working out and nutrition, so it didn’t matter how much education I had; all that mattered was what I looked like.

As far as I was concerned, the joke was on everyone else now. The only answer anyone ever really needed was **how to find and buy good drugs**.

My experience with steroids changed my perception of the bodybuilding, fitness and nutrition industries forever. Now when I read magazines, I can see the articles for what they are: mindless jumbles of useless information trying to take credit for the results only drugs can provide. Yet, because the people reading the magazines don’t use drugs, they assume all the exercise and nutrition advice the magazines offered would somehow give them the bodies like the one of the bodybuilder or fitness competitor on the cover.

What a joke.

The only information I needed was the current price of the drugs I wanted to use, and it became blatantly obvious to me the culture of bodybuilding was actually leading the trends of the entire fitness, nutrition and weight loss industries.

Side Note - A Paradigm Shift: Permission to be “Light”

In order to overcome the Adonis Complex and achieve your ideal Golden Adonis Index Ratio you’ve got to give yourself the permission to be ‘light’. Perhaps the single biggest

psychological problem and marketing myth that keeps men trapped in a cycle of discontent with their bodies is the belief that we need to be heavier than we are. This is simply not the case.

Gaining weight simply for the sake of gaining weight is both unnecessary and unhealthy. This is also a false ideal as it is impossible to gain more than a genetically predetermined amount of muscle weight.

There is a very tightly controlled limit to the amount of muscle size your body can gain from weight training. Once you've built the muscle that your body can hold there is no further you can go. The problems arise when you fail to accept your genetic limits and continue to strive for an unrealistic ideal of muscle size and bodyweight that is simply unattainable without drugs.

This unrealistic ideal is created by the mix of body images we see on fitness models, bodybuilders, pro athletes and celebrities. In all cases, we do not know the genetic limits or drug using habits of the models and figures we see and use to build our ideal image. I will argue that most of them are using some sort of drugs that you are not willing to use and therefore the size and condition that you see is not attainable without using the same drugs.

The point is that you must learn to avoid using images of other people and especially models, athletes, or bodybuilders as the ideal you are shooting for unless you are willing to do everything they did to get there.

(end side note)

Adonis Index Success Story

Andrew Tullio

Andrew before the Adonis Index



Andrew after the Adonis Index



Go to this link to hear a full interview with Andrew about his Adonis Index Transformation:

[Interview with Andrew Tullio**](#)**

Andrews Story

“I Thought I had to Gain 20 Pounds to Get in Shape, It Never Occurred to Me that I Need to Do the Opposite”

Before trying the Adonis Index I was already working out, I was a member of a gym for about a year, but I just didn't have the results I wanted. Then I saw how Jason Haynes transformed himself with the Adonis Index systems. So, I said to myself let's try it, maybe it works.

It worked!

And let me tell you, it's okay to try something different once in a while. I kept my goals to myself, only my girlfriend knew what I was doing.

I always thought about myself as a lean guy, I didn't think I have to put in the effort and lose weight. I thought that I just needed to build muscle.

I always thought I had to gain 20 pounds and get bigger to look good. However, there is a difference between being shirt on big and being shirt off big. It all comes down to whether you want that big bloated look or achieve some muscle definition.

What most people don't realize is that if you gain 20 pounds in several weeks, it's mostly fat.

I was always smooth and my muscles weren't visible, you almost couldn't tell I was working out.

It's not about the weight; it is about the weight plus the shape.

Do you wanna to take of your shirt and have a big gut, or the nice V-Taper?

To get bigger you have to actually get lighter. On my after pictures I look better and BIGGER, but I am actually LIGHTER. Most people just want to gain, gain, gain, but gain on what cost?

If I put on 20 pounds I would be enormous, people don't conceive it in that way.

Even if you are lean, you still have to be aware of your waist line. What is important is that you can build and cut at the same time and Adonis Index program is perfect for that lean and masculine shape that looks women like and men want to achieve.

Go to this link to hear a full interview with Andrew about his Adonis Index Transformation:

[****Interview with Andrew Tullio****](#)

Chapter 2

How the Bizarre Bodybuilding Subculture Became the Leader of the Diet and Fitness Industries (And Why Supplements and Secret Workout Routines Will Never Make You “Bodybuilder Big”)

If I asked you to tell me who's leading the diet and fitness industries, you might say it's a group of health scientists or the scientific community as a whole. Maybe you'd tell me it's a medical association or two, or the government's various health departments.

Or, perhaps you'd suggest it's the folks who can really profit from leading such industries, like companies that provide exercise equipment, the nationwide fitness club chains or the food and supplement industries.

You might even tell me a combination of all these groups is driving our opinions and the information we get regarding diet and fitness.

However, if you tell me you think *any one* of these is the right answer, I'd tell you...

You're wrong.

Each of these groups is following a much more obscure and strange subculture, and that subculture is comprised of groups of bodybuilders and fitness competitors. These people truly are the freaks of the diet and fitness industries. Their goals are to build superhuman amounts of muscle and drive their body fat percentages as low as possible – **usually at the expense of their social lives, bank accounts and health.**

From my experience, mainstream trends always follow the lead of some fringe group of eccentrics, and believe it or not, this particular group of bizarre people includes the trendsetters of the entire diet and fitness industries.

In the athletic and bodybuilding industries, the now infamous Bay Area Laboratory Co-Operative (BALCO) was just such a trendsetter. BALCO was far ahead of the scientific community and the Olympic Committee. The fact that BALCO had multiple athletes using the company's designer drugs and neither the Olympic Committee nor any of the professional sports organizations had any idea how to even test for BALCO's drugs is evidence of that.

Olympic sprinter Marion Jones is just one example of a BALCO drug user. She earned each of her medals while using BALCO drugs. She finally confessed to using the drugs and suffered public disgrace when the Olympic Committee asked her to return the five gold medals she'd won while using drugs.

(This is an excellent example of what cheating and lying can do to a sports career. Hopefully you didn't need that reminder.)

As long as she didn't get caught, **Jones was a hero among mortals** and capable of world-class feats of human physical achievement. Trainers used her beautifully defined body as proof that all women should use sprinting in their workout programs if they wanted to be truly ripped. (Clearly, many people miss the big picture)

Then, the minute Jones was exposed as a drug user she became a symbol of shame and instantly all of her achievements became meaningless. (Of course, trainers still tell women they need to sprint to get really lean!)

The BALCO fiasco is a clear example of a fringe group of people who become the trendsetters and leaders of an entire industry. We now know that other Olympic athletes admitted to using BALCO's drugs, and the list of popular athletes who used BALCO's drugs, such as potential Hall-of-Famer Barry Bonds, is much longer.

Younger athletes undoubtedly aspired to be like Jones, Bonds and dozens of other BALCO athletes. These people were trendsetters and naturally other athletes wanted to mimic their diets and workout routines and above all to have their body.

But, without the drugs, all their work was futile.

A fringe group leading the masses isn't an idea unique to the diet and fitness industries. For example, the clothes you see on display at department stores are typically less extreme versions of the clothes models wear at fashion shows. Similarly, the cars and trucks you can purchase at your local car lot are always less excessive versions of the models displayed at auto shows.

These fringe groups also span other subcultures. People see skateboarders as symbols of anti-establishment, and certain age groups consider their clothes "cool" and ideal for displaying individuality and rebelling against the norm. Likewise, a few drug dealers wearing Timberland boots (simply because the boots kept their feet warm while they sold drugs in cold, wet streets) created a fashion trend through the hip-hop culture and Timberlands became the signature boot of the hip hop culture.

In the diet and fitness industries, bodybuilders and fitness competitors make up a powerful fringe group. They are the extreme "models" that set the trend for the rest of the population. The diet and fitness industries are just like the fashion and auto industries in that the "models" you see in magazines and at shows are rarely ever the ones you can *actually get*.

Think about it like this: The clothes on the runways and the cars at the auto shows are never mass-produced. Without a great deal of help, you're just not going to get your hands on any of it. And, as far as bodybuilding goes, the same is true for the diet and fitness industries. You're very rarely ever going to get the real answer to how the bodybuilders get in the shape they're in and the bodies you see in fitness magazines are

the rare ‘show model’ that the average person simply isn’t going to get because most of us don’t have either the genetics or the drugs to achieve it.

Unfortunately, the mainstream masses and media view bodybuilders and fitness models as being on the leading edge of what’s possible and assume whatever they do will work for all people. There’s also a false assumption that bodybuilding is a healthy lifestyle. Let me make it very clear that what is “healthy” is not synonymous with what makes your muscles massive or your body fat nonexistent. Bodybuilders and fitness models go to extremes that are, in fact...

The furthest you can get from what is actually healthy.

The Gap of What is Possible Naturally vs What You See in the Media:

I’d like to make a distinction at this point. When I’m referring to fitness models, pro athletes and bodybuilders on drugs at an unhealthy level I’m talking about the biggest and most ripped. This is the EXTREME of both cases. This is what you see in magazines and on television.

I’m not saying you can’t build an impressive muscular lean physique without drugs, but rather the DEGREE of muscularity and leanness you can build won’t look quite like what you’re used to seeing in these various media outlets.

This gap between what you can do naturally vs what you’re exposed to in media is what fuels much of the obsessive compulsive diet and fitness habits of people looking for a non-drug solution for a drug induced look.

In short, what you see isn’t what you get (unless you’re using the same stuff the models you idolize are using)

Bodybuilders and fitness competitors do whatever it takes to get into cover model shape. Yes, this includes taking steroids, but it also includes behaviors like:

- Taking recreational drugs.
- Using drugs designed for animals.
- Developing antisocial, obsessive-compulsive eating habits.

These are the “models” that set the trends in the diet and fitness industries regardless of the effects their lifestyles have on health.

Keep in mind diet and exercise fads usually hit the mainstream market five or ten years after the bodybuilding industry adopts them. For example, the current high protein fad we see today started with bodybuilders well over fifteen years ago when they mixed powdered milk and raw eggs in blenders. When the supplement industry finally clued in, it began marketing premixed and flavored protein powder and now it's virtually impossible to find a health food product without some sort of protein claim attached to it.

The interesting part about all this? These industries completely leave the opinion of the scientific community out of the equation. The health food and supplement industries are steering the ship while the true scientific answers about diet and exercise have little to do with what you're hearing seeing and reading.

When it comes to diet and exercise, there is solid scientific research that clearly explains what does and doesn't work. The take-home message from scientific evidence surrounding diet and exercise isn't that exciting, sexy or controversial; it's actually pretty mundane and can be summed up in two sentences:

1. In order to lose weight, you must consume fewer calories than you burn.
2. In order to build muscle, you must do progressive resistance training workouts over time.

Yep, that's it.

Obviously, there are a few more details about how both work, but these are the basic answers the scientific community arrived at decades ago – and they still stand today.

You've probably heard these answers more than once, but because they're not glamorous or marketable answers, and do nothing to provide interesting reading in popular magazines, they might not have a lot of staying power.

But why?

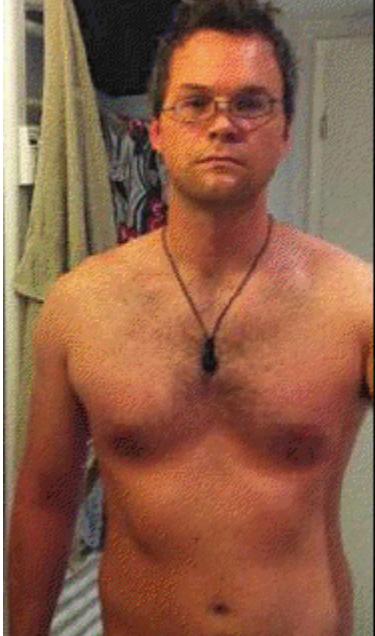
It seems that people hang on so tightly to the idea of individuality that they can't accept a simple generic answer to something like health and fitness. So, they search and search for that one special answer that's *just for them* when, in reality, the answer for getting in shape is *the same for everyone*: Eat sensibly and exercise.

Another factor that's making people's searches even more hopeless is the fact that the body image many people are chasing simply isn't attainable without drugs – and this is the giant pink elephant in the room of every fitness magazine photo shoot and every gym.

Adonis Index Success Story

Ryan Williams

Ryan Before the Adonis Index



Ryan After the Adonis Index



Go to this link to hear an interview with Ryan about his Adonis Index Transformation:

[Interview with Ryan Williams**](#)**

Ryans Story

“Six Months Were Enough to Get to the Best Shape of My Life”

I always thought you must do some insane stuff to get to cover model or Hollywood action movie star shape, but it turned out to be pretty simple stuff. It is doable, which is kind of shocking news to me.

I spent years trying to get in better shape. I was working out two hours a day, six days a week, doing tons of cardio, eating six times a day, making sure I got lots of protein, but I just could never do it for more than a month.

Sometimes I have shows where I have to be without my shirt and that is a big motivation when you stand in front of so many people on stage. I had a next show coming up, but this approach was killing me, so I started searching for something else, something different and I found you guys.

I wasn't sure about trying a new program at, because I had a trainer in the past that I spent a lot of money on, but after listening to the podcasts I got hooked.

I saw that you are just not trying to sell me crap; you have a habit of showing up with quality content and everything you say is based on logic, math and research or experience, not just some fancy untested theories.

The Adonis Index program was completely different compared to anything I have read in the past, it was refreshing to have somebody who was not BSing me.

With Adonis Index I didn't have to do any extra cardio, I could just focus on building muscle for few hours a week and that was it, really.

I don't want to spend any extra time dealing with this kind of stuff than I really need to, because I am travelling a lot and when I finally am at home I want to spend time with my two kids and my wife.

In the past I never really did a real program. I mostly trained my bicep and chest only and just did few things I read in magazines.

I always had muscle underneath my fat I just never could see it and always sort of thought that if I kept lifting more and got big enough the fat would somehow magically melt away.

I really believed that muscle burns a lot of calories, so I thought that I will just get big enough and my metabolism will be so fast that it will burn off all the fat. What a waste of time of years that I could already be in a great shape.

I thought that one day if I wanted to get in shape I would have to give up wine, cheese or whatever, which enjoy especially on my trips.

There is a lot of things I did that kept me from achieving the body I wanted. As soon as I read the Adonis Index I knew I can do that and at the end I managed to build more muscle and lose away enough fat to get visible six pack.

I always thought I need to get bigger; there was just no end game for me. With Adonis Index I had a specific goal that I could work towards.

It was just about hard lifting, no need for extra cardio, no stupid food guidelines and rules. I could just focus and put the energy to do exactly what I needed to do get the results, nothing else, just enjoy the free time outside the gym.

Now I realize that I was just couple of months out of a cover model body, but I never knew that, because it was all covered with fat.

The difference compared to other programs I used in the past is that this will help you in the long shot and that is important, because this is the part of your life you can sustain of your life.

You can be in killer shape for the rest of your life.

Go to this link to hear an interview with Ryan about his Adonis Index Transformation:

[****Interview with Ryan Williams****](#)

Chapter 3

The Giant Pink Elephant

When it comes to bodybuilding, there's a giant pink elephant in the middle of every weight room and on the cover of every muscle magazine that no one will talk about.

That elephant is **drugs**.

Bodybuilders – both male and female – take drugs in an effort to build bigger muscles and burn fat, and the list of drugs one needs to take in order to truly succeed at bodybuilding – in order to build the level of muscle necessary to become massive, even by bodybuilders standards – is staggering.

Typically, getting involved with these drugs includes using:

- A variety of oral and injectable testosterones.
- Anti-estrogens to stop the conversion of testosterone into estrogen.
- Estrogen blockers to stop estrogen from functioning in the body altogether.
- Diuretics to eliminate excess water weight (the misuse of which has directly led to many deaths among competitive bodybuilders due to sudden heart failure and other complications).
- Drugs to make the body produce more testosterone after finishing a “cycle.”
- Powerful stimulants to help burn fat.
- Recreational drugs that suppress appetite (for some bodybuilders, this means highly addictive drugs like cocaine).
- Various drugs common among diabetics, like Growth Hormone and insulin, in order to raise insulin levels.

Nearly every bodybuilder I met while working in the industry – and some you might have seen in popular magazines – has used some combination of testosterone and fat-burning drugs.

Of course, you won't hear or read much about this in magazines and on websites because this knowledge would make all the nutrition and exercise advice (as well as all the money companies pay to advertise in these magazines) pointless.

Think about it: If you found out the models and other spokespeople who promote any nutrition or exercise product used steroids, how would you ever know if their success came from the nutrition product, diet or exercise routine they were promoting, or if it came from using steroids?

The answer is simple: You wouldn't.

Did you know that research conducted in the mid 1990's found that anabolic steroids are *so potent* that a man who takes steroids but doesn't work out at all will build more muscle than a man who works out religiously without steroids [Bhasin S., 1996]...It's true. Clinical research shows us that men can take testosterone and *not work out* but still gain more muscle mass than a man who *works out hard*, without steroids.

The powerful effects of steroids, combined with the fact that *nobody* will ever admit to using them, is what allows diet and nutrition fads to keep surfacing. The truth is the diet and fitness industries *need* the secrecy and lies that surround steroids; they're convenient and it allows them to continue producing new diet and exercise fads.

Yet, anyone who's used steroids will tell you it's the drugs that do all the work – not some fancy workout or nutrition program.

Claims like "**Gain 11 Pounds of Muscle in Just 2 Weeks!**" and "**Lose 20 Pounds in 10 Days!**" will jump out at you every time you browse the headlines of any popular

fitness magazine or website. Yet, if it were honestly that easy to gain muscle and lose weight, do you really think there would be any overweight people left in America or any skinny guys who are desperate to gain muscle? Don't you think everyone would be in perfect shape by now?

**Don't you think bodybuilders and fitness competitors would stop spending thousands of dollars on black market drugs
*if they didn't have to?***

I know now that, with steroids, **you can follow any workout and nutrition program you like and still gain muscle**, and with enough stimulants burning fat dieting isn't too difficult either. Just as there are professional bodybuilders who advocate doing only one or two sets of a particular exercise per muscle group, there are also bodybuilders who do ten times these numbers. Both groups will experience basically the same results across the board, and it all comes down to the drugs. You could even say that **steroids allow you to follow any workout you want no matter how poorly designed it might be**...Just walk into the gym...lift something and grow.

Some drugs, like diuretics and stimulants, go beyond just helping you build muscle to also helping you lose your appetite and burn off nearly all your body fat.

Fitness magazines clearly pack a lot of power. They're full of flashy advertisements for the latest products and glossy photos of models with the kind of bodies you dream of, and so you, as the reader, assume the "expert" information they provide will help you build the same kind of body – never realizing it's a huge web of lies...

As long as bodybuilders never admit they use drugs, the fitness and nutrition industries can always take the credit. They can continue claiming their new diets, supplements and food or exercise programs are what the bodybuilders and fitness models use to achieve such desirable size and strength and low bodyfat levels.

And they can continue telling you these methods *will do the same for you.*

But let's not forget **someone is always paying these “models” to give credit to the diets**, supplements and workout routines. Let's not overlook that these “models” – as well as the products and companies they endorse and the magazines that feature their images – are all in on the gig. You as the reader are the only person who's never let in on the secret.

To put it bluntly, the joke is on you.

It's been going on for years, and will continue going on until someone finally admits the look of a bodybuilder and even many of the mainstream fitness model guys just isn't possible without drugs.

Take a look at these scientific facts:

- Eating all of your daily calories in one meal per day, rather than in three meals spread out throughout the day, makes NO difference in your ability to lose weight or gain muscle [Stote, 2007].
- Eating massive amounts of protein does not produce more muscle or help you lose more weight beyond the effects of a regular weight training workout. [Burke 2001, Hoffman 2006]

Research proves these statements *true*; however, a quick browse through any popular fitness magazine will have you believing quite the opposite.

And, sadly, the cycle will continue. Many people will try all the techniques they read about in magazines. They'll keep hoping that soon – maybe the next one they read about, maybe the one after that – they will find the one technique that does the trick.

They never will, though, because *it doesn't exist.*

Until they realize they're chasing a body that's only attainable through drugs, creative photography and airbrushing.

The bodybuilding and fitness industries are selling a lie. They're selling a look that's deceptive. It's a look you can't obtain without drugs. One you can't achieve without noticing – and embracing – the giant pink elephant.

Of course, it's also the **wrong** look if you are at all concerned about also achieving a sustainable and realistic healthy body.

The Flattening Effect

When looking at the size of models in magazines, websites and videos you must also consider the flattening effect. A bodybuilder or fitness model or athlete **will look significantly smaller and less muscular** in a static picture compared to a video and again compared to live.

Bodybuilders and models are much bigger in person than they appear in pictures. This is readily apparent when you see a live fitness or bodybuilding show or when you go to a live sporting event. Pictures simply do not do a body justice.

Also you cannot trust the weight and height records that are attributed to most of the models you are seeing in popular media. Unless you know these people personally, you will have no way to validate that the bodyweight and the height they are listed at is accurate or consistent with the look they have in the picture you are using as your body image ideal.

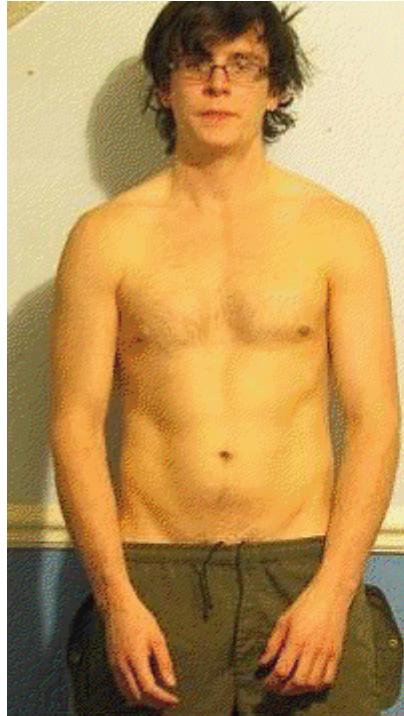
For example you may want to look like a pro football player you recently saw in a magazine. It would be easy for you to look up his height and weight online. But what is not so easy to determine is when his weight and height was taken and if it was embellished.

There is a specific bodyweight that is associated with the specific look of **YOUR** body... not mine, not your buddies, but **YOURS**.

Adonis Index Success Story

Andrew Peters

Andrew Before the Adonis Index



Andrew After the Adonis Index



Go to this link to hear an interview with Andrew about his Adonis Index Transformation:

[Interview with Andrew Peters**](#)**

Andrews Story

“I Still Can’t Believe That This Is the New Me”

The difference between the before and after pictures is pretty amazing. I've been doing sports especially rugby and lately weight lifting for a few years now, but I've never been really committed to it.

I didn't want to be huge, I don't want to look like some big bodybuilder, but I knew there's a shape that looks good, so I searched the internet and I found the Adonis Index website.

I lacked any sense of direction, training structure and commitment. This program has it all incorporated in it.

It was when I entered the Adonis Contest and got Adonis Index Program that I decided that I started seeing results. It gave me goal to shoot for, plan on how to do it and a deadline.

Before that I was trying, but I wasn't doing things in the right manner.

Today I can be happier in my everyday life and be happy with myself as well.

This journey also helped me reframe my approach, I don't see workouts as something I have to do, I see it as a way to improve myself and make my life better.

This achievement got me thinking what else in my life can I do. Now I definitely believe that I am capable of more than I did so far.

This was eye opening...

...And if I can do it, then anyone can.

Go to this link to hear an interview with Andrew about his Adonis Index Transformation:

[****Interview with Andrew Peters****](#)

Chapter 4

Still Chasing the Wrong Look: The Beginning of My Career in the Supplement Industry

After I earned my degree in human kinetics and nutrition, I started working for one of the world's largest sport supplement companies. I thought this experience would give me new answers about building muscle.

Maybe there was a supplement that I could use to replace the steroids? Maybe the "big guys" only used steroids because supplements were too expensive?

This, however, was just another one of my naïve assumptions and was quickly proven wrong.

After almost a year of working in the supplement industry, **I realized nearly every bodybuilder and fitness model I met used steroids.** I found myself even deeper down the rabbit hole and wondered if *anyone* could trust *anything* in the popular media about body image and what was attainable without drugs?

As you can probably imagine, this was pretty frustrating. At this point, I knew everything there was to know about all the supplements on the market, as well as all the steroids on the black market. For God's sake, I worked in the research department of a sports supplement company! If *I* didn't know what it took to build muscle and get ripped, nobody did.

The thing is, I *did* know what worked and didn't work. I just didn't want to accept the answer was *drugs*. (keep in mind I'm talking about bodybuilder and fitness model sized muscle here)

No matter how naïve I felt when I first learned about steroids, I couldn't shake the feeling that there was more information...something I was missing...

I mean, the answer couldn't really be that everyone who is really big and muscular is on drugs...could it?

So, I left the supplement industry and went back to school to search for another way. I thought a master's degree in nutrition would help me learn more about how the body works and find out about other ways to build muscle and burn fat **without using drugs.**

In other words, I thought it would give me the final answer I was looking for.

It was also during this time that I realized I had to stop using steroids. I knew it was a never-ending cycle of use and eventual abuse, and I didn't want to sustain any long-term side effects.

And I won't lie: When I stopped using steroids, I stood by helplessly as my bodyweight and strength dropped over the course of the next twelve months. No matter how hard I trained, my muscles shrank and I actually became weaker...well weaker than the superhuman drug induced strength I had...but I was still pretty strong for a non-steroid user. I worked out just as long and just as hard as I did before, but I couldn't gain an ounce. Weights I could push the previous week became too heavy to manage the following week. The muscles, the strength, my "big guy" status – it all slowly drifted away until I was back to the size and strength I had before I started using steroids.

**It was a sobering and humbling experience,
to say the least.**

(Little did I know, the look of my body actually *improved* as it shrank from its overly bulked size, and this is one of the keys to looking your best. But, more on that later.)

After ten years of weight training, an undergraduate and master's degrees in human kinetics and nutrition and a year of working with the biggest sports supplement company in the world, I *still* didn't have the answers I was looking for.

I started thinking that perhaps the answer didn't exist yet because no one in the scientific community had asked the right question.

I had renewed vigor at this point, so I promptly prepared my application to the University of Florida. I wanted to obtain a PhD in exercise science. If the answer didn't exist, I was going to take it upon myself to do the research and bring both the right question *and* the right answer to the world.

Off I went to sunny Florida to start working on my PhD and answer the question about how much muscle we can really build naturally without drugs once and for all.

Would you believe I came up empty again?

After a year at Florida, I realized **I simply wasn't going to get the funding** for the research required to get my answer. Even though this was the one question that was virtually *running my life*, it simply wasn't a question any granting agency felt was worth the cost. Looking back this makes perfect sense. With so many important issues like diabetes, heart disease, cancer and other debilitating diseases that need funding it's a fat chance that I would get funding to research 'how to get steroid like muscle size without steroids'. I guess I was a bit naïve on this one too!

Of course, throughout it all, I didn't realize I was still asking the *wrong question*.

During my research, I met several medical doctors and people with PhDs whom many considered “experts” in building muscle mass. Sure, they all had their theories – from nutrient timing to workout percentages – but when it came to explaining how a person could get really, *really* big, they were clueless.

You see, in scientific research studies, **gaining 8 to 10 pounds of muscle is considered a really good result**. In order to see this effect, most researchers study people who’ve never lifted weights before.

This is what I call “stacking the proverbial research deck,” and it’s also why *everyone* seemed to be an expert at turning a 170-pound, 6-foot-one, eighteen-year-old kid who’d never trained before into a 180-pound “success story,” **but no one knew how to turn a 170-pound man into a 250-pound monster success story**...that is what I was interested in finding out!

If you’ve ever lifted weights, you probably remember how easy it was in the beginning. Beginners generally gain up to ten pounds of muscle in the first 6-8 months no matter what they do, just go to the gym and push hard. I was interested in the muscle that comes **after** these first ten pounds.

Experienced bodybuilders and weight lifters know how hard it is to put on even a few ounces of muscle a year. This is the barrier I wanted to breach; this is the slow progress I didn’t want to accept.

I wanted to gain muscle the way I did when I first started working out, *but I didn’t want to use drugs to do it.*

Obviously, I was becoming obsessed with finding the answer. I still wanted to be bigger – a lot bigger – and my obsession started to take its toll on my personal relationships, my social life and even my finances. I mean, **I left a well-paying job to go back to living like a broke student just to find another way to build muscle!**

(Seriously...what the hell was wrong with me!?)

Needless to say, I wasn't making rational decisions anymore; I only focused on finding the answer to the one question I should have never been asking.

And, as if that weren't bad enough, I was still looking for a way to bring about all of my success through the one thing that worked for me in high school. I still didn't know about the other aspects of social attraction and influence beyond just muscle size – and clearly didn't realize I was sorely lacking in them.

Discouraged once again, I left Florida and went to work for a new start-up company in the sports supplement industry. Maybe academia was the wrong place to get the answer? Perhaps science just moved too slowly for this kind of information and the supplement industry was where I needed to be again? After all, I'd been away for a while – there could have been some new innovations in supplements I'd missed out on.

Yet, after spending another three years developing supplements, I was no further ahead with my quest for answers and, at this point, I was becoming depressed. Did I really have the answer ten years ago when I tried steroids? Was that really all there was to it – no magic, just drugs? And, if steroids really were the answer to massive muscles, why was I so unsatisfied with my results? I became really big and really strong, but none of it ever satisfied me.

I was at a dead end, and I really didn't know where else to look.

Then, as if by some brilliant stroke of fate, I got the phone call that totally changed the way I think about bodybuilding, working out, how much we can really change the shapes of our bodies without drugs and – most importantly – how much we *should* change the shapes of our bodies.

Side Note: Why Don't We Know More About Steroids?

As I mentioned before, most researchers only study beginners who've never lifted weights. This is useless information for people like me; therefore, one of the major problems I kept running into with my search for the real answer about changing my body and how much muscle we can really build was a lack of research on people who've working out regularly for years.

The other major problem was steroid use.

There's no way to conduct accurate research on bodybuilders who take illegal drugs, therefore there's no good published science on how much muscle these guys can gain with or without steroids. Likewise, there's no good research that tracks people from the first day they started working out – that would take decades, and it's pretty impracticable to try to accurately track people for that long.

These two factors – the drugs and the time – make it almost impossible to determine what long-term effects working out without drugs will have on a body. The only “easy” way to figure it out is to turn yourself into a guinea pig and conduct your own personal experiments.

Which is exactly what I'd been doing all these years.

(end side note)

Back to the phone call: It came from a colleague of mine who had exclusive access to a large group of people he was doing research on, including bodybuilders. Some were using steroids, and some were clean and free of steroids. He also had access to state-of-the-art body composition measurement tools and could give me accurate data on how much muscle and fat each bodybuilder had on his body.

This was when my world was completely rocked.

He told me that based on their heights, all the guys who were clean (no drugs) had roughly the same amount of muscle on them – no matter what the scales reported. In other words, two guys who were each six feet tall and who both regularly worked out would have the same amount of muscle, no matter how much heavier or lighter each guy was. **There were guys who weighed 250 pounds and guys who weighed 195 pounds and they had almost identical amounts of lean muscle.** The rest of the bodyweight on the bigger guy was all fat!

I thought this was impossible, but the data was right there. There was simply no such thing as “bulking up” without steroids – all the extra weight was just fat. This left me feeling betrayed somehow.

But there's more.

All the guys who were using steroids had more lean muscle mass than the clean guys, but – and this really shocked me – **the difference between steroid users and nonusers was between ‘just’ 20 to 25 pounds of total lean muscle mass.**

In other words, the amount of muscle I gained before I tried steroids was exactly the amount I should have *expected* to gain. The extra muscle I wanted to gain beyond that was *only attainable with drugs* – I now had hard data and proof of that.

We realized that, without drugs, people simply can't gain as much muscle as popular fitness magazines suggest. Now we had proof that the only way to build those massive amounts of muscle is to use drugs, and any guy who tries traditional “bulking” without drugs will just end up overeating and making himself fat. Sure, he might weigh as much as the steroid-induced muscle monster next to him at the gym...

But most of that weight will be body fat.

This information, combined with my past failures to find the answer in academia and the diet and fitness industries, made me feel like a fool. I really did have the answer ten years ago when I tried steroids. I had already gained most of the muscle my body could handle naturally for my height and frame.

...and I knew it. I just didn't want to admit it.

Once regular workouts no longer produce an increase in growth, you've pretty much reached your genetic limit. From then on the gains come painfully slow until there's simply no more size or strength you can squeeze out of your natural body. If you wanted more, you'd have to quit your job and become an Olympic athlete who does nothing but work out all day with a team of experts hired for the sole purpose of making your workouts successful.

The true answer was that I had a totally unrealistic goal that was never going to be something I could achieve naturally.

And, man. Did that ever suck.

However, it led me to a new question:

Why the hell did I want to be so big anyway?

I never wanted to compete in bodybuilding and I didn't play professional sports. I sure as hell wasn't going to make any money simply by being bigger than everyone else.

Of course, there were more curious questions (*Why do bodybuilders follow such a bizarre path, fully knowing that their goals are only attainable through drugs? Was there a good reason why our bodies stop us from gaining massive amounts of muscle?*) and more personal questions (*Why was I unsatisfied with the amount of muscle I gained naturally? Did I just waste the last fourteen years of my life? Was I just running around in circles chasing my own tail? How could I have been so wrong?*)

I worked for a bodybuilding supplement company. I had a master's degree in human kinetics and nutrition. And it seemed like all I really had were new questions.

Let's quickly review the struggles I'd faced, and conclusions and discoveries I'd made, thus far:

- — After gaining quite a bit of muscle, I ran into a roadblock and couldn't find a way to build any more muscle without drugs.
- — All my sports heroes were on steroids.
- — Every bodybuilder I saw in magazines was on steroids.
- — Everybody I considered big and strong at the gym was on steroids.
- — Thanks to very little research funding in this area, research on this topic is scarce at best and not moving forward much at all.
- — A master's degree and more than six years developing bodybuilding supplements provided me with no answers about how to really build bodybuilder caliber muscles without drugs.

And, most importantly:

- — Even with steroids, I was never going to be satisfied with how big I grew.

This last point bothered me the most.

Regardless of how big I became, I was never big enough.

I had to change my approach. If bigger wasn't the answer, and if there are limits regarding the amount of muscle I can build, then I needed to focus on building the best body possible within these limits!

This is when I changed my focus of research from nutrition and exercise science to:

- Body proportions.
- Body shape and form.
- Physical attraction.
- Anatomy.
- Evolution.
- Anthropology.
- The look of a comic book heroes.
- Effect of body shape on relationships, financial status, career, and social status.

In essence, I started over from scratch – as if I were a blank slate that had never been into bodybuilding and never stepped foot in a gym.

When I started looking into all of these new areas of research, I finally realized that my drive to be physically bigger was a misplaced drive to be successful. In reality, I was just trying to “big” my way to a successful life.

Truthfully, I never actually cared about being big just for its own sake; I assumed it was going to bring me things like respect, social dominance, more women, a better career, a better social life, more money and ultimately more success. I think we all believe this to

be true when we start working out, it's just that most of us never stop to think of it this way.

TOUGH QUESTION: Seriously, why do you workout? What do you think bigger muscles are going to do for you (besides make you a bit stronger?).

This way of thinking shouldn't have surprised me: The desire to be successful is almost universal in human nature; however, the way to get there is unknown to most people.

One aspect of success that men do understand, at a subconscious level, is ***pure physical dominance***.

Think about it: If you're not smarter, richer, more resourceful, better looking, in a higher social status, or if you don't have access to more wealth and people than the next guy, you can at least be bigger than him.

Having that mentality was a mistake I was making all along and was at the root of my Adonis Complex. The only answer I could come up with to any of my failures or lack of success was simply not being big enough yet. But as I now realize...

Bigger isn't always better

...at least steroid level bigger isn't.

Sure, being the biggest ***might*** be better in a one-on-one, winner-takes-all confrontation, or in a fight between a couple of eight-year-old kids on the playground, but these situations just don't happen in modern society and they're surely not how you become successful in your career, with your finances or in your relationships (not to mention doing nothing for your overall health or the way you feel). You just can't physically intimidate your way to the top, and what worked for me in high school and during my early college years wasn't going to work for me for the rest of my life.

(the feeling men have about physical dominance will never go away because at the highest levels of societal organization, we still see that the biggest guy with biggest stick still wins – to prove my point you need look no further than the dominant super power nations and the size of their military armies. Military might is still based on physical dominance.)

It took a lot for me to realize this, to the tune of spending fourteen years haunting college libraries and academic labs, incessantly researching diets, exercise, drugs and supplements; earning undergraduate and master's degrees in human kinetics and nutrition; becoming a certified strength and conditioning specialist and coach; directing the product development of leading sport supplement companies; and spending hundreds of hours in the gym every year for almost two decades (some time of which included steroid use).

But, finally I realized I'd been asking the wrong questions.

I didn't need to know how to get bigger. I need to know how to make my body look better, look it's best...and I've come to realize it's more about proportions than sheer size.

I wasn't looking for the physique of a male fashion model, or even your 'typical' Hollywood leading man – this is something different. **I want the look of swagger**, the look that a powerful lean athlete might have, the look of a Hollywood action leading man, **a look that had presence**. A powerful and muscular look, but not so big as to be obviously unnatural and chemically enhanced. I was now looking for the true upper limits of what is attainable by a natural human body without trying to go to unnatural drug induced superhuman sizes.

I was asking the wrong questions all along, and yes, it's embarrassing how obvious it was.

The real question I should have been asking was,

"What body shape do I need to have a more successful and satisfying life?"

After all, it was always about using my physical form to create success in all areas of my life, including my career, my relationships, my friendships, my social life and my financial situation.

I knew everything about diet, fitness, exercise, supplements and bodybuilding, but I knew nothing about the ideal proportions of a natural muscular body. My education about body form and body proportions, and **how they're directly linked to social dominance, relationships, personal brand management, money, success and human nature** was just beginning.

My research led me to new areas I'd never considered before. I looked at anatomy, social psychology, anthropology, ancient sculptures, art history, the evolution of sex and human behavior – even mathematics!

The first thing I started looking at, however, **was physical attraction research**. I know exactly what guys find attractive in women, but I realized that most guys – including myself – really have no clue what women find attractive in *men*.

Adonis Index Success Story

Jason Gottlieb

Jasons Journey with the Adonis Index System



Go to these links to hear 3 full interviews with Jason about his Adonis Index Transformation:

[****Interview One with Jason Gottlieb****](#)
[****Interview Two Part1: Jason Gottlieb****](#)
[****Interview Two Part 2: Jason Gottlieb****](#)

Jasons Story

“You are here because you want to get in shape, so stop waiting and just do it”

When I was at college I was just ignoring the way I looked and was telling myself that it is okay to gain some weight and that being average is okay. Looking back now, I was in much worse shape than I realized. Man I was fat.

Then I read somewhere that if you are not using your muscles after the age of 25, they start to shrink and the ability to get them bigger is lower. That got me interested in working out.

I got into bodybuilding and I was getting decent results, but I was training inefficiently and was doing all sorts of crazy stuff, like training for huge legs, following Arnold's advice, eating six meals a day, because I was afraid of my metabolism slowing down and doing other stupid things.

Then my friend took me to cross fit gym and I tried the workout there, which almost killed me. However, I thought that this is the way to big muscles, so I started following their advice and training like the cross fit guys. At that time I was also following the paleo diet, which was a pretty crazy thing to do looking back, but it seemed to work. I managed to lose some weight, but eating like that was a pain in the ass, I can tell you that.

With the cross fit training the problem was that while I was getting stronger and my endurance was improving, I was looking pretty much the same, I didn't build any significant muscle mass, my waist was almost exactly the same compared to when I started and I was starting to doubt my ability to get in shape.

Then I found the Adonis Index and that was something. It seemed so simple and sounded too good to be true. However, sometimes the simplest things work the best. I bought it, but still was too skeptical to try it. After almost a year of leaving it in my PC and decided to jump on board with the program and that was the best thing that could happen to me.

After a few months I completely transformed my body and felt a hundred times better about myself. And people started noticing too!

I didn't tell my family that I was getting in shape and when they saw me at Thanksgiving dinner they were just blown away. Some of them saw me more after than a year or so and at that time I weighed 70 pounds more than I do now, so this was a big transformation.

I was getting all the comments like: "You look different, what training program do you follow?", "You look better, you got in shape man" and stuff like that. And it was great to hear all that, especially from the family.

A week later I was dancing with one woman and she asked me how old I was and when I told her she was like: "You are a little too young for my daughter". I just couldn't believe that this stuff was really happening to me.

At work people listen to me more and whatever I said has suddenly more value than ever before.

Seriously, the system works and it is much easier to have some guidelines and a plan then trying to figure it out on your own.

It's pretty simple stuff; I ate whatever I wanted and manage to fit my workouts into my tight schedule. I work 80 hours a week, so I can't afford to spend three hours in the gym each day.

My advice?

Just accept that simple things can work better and take the shot with the Adonis Index system. Get on forum, start posting about your progress, upload your stats and let others help you out. There are guys that were in the same situation that have it already sorted out and are ready to give you advice right away.

You are here because you want to get in shape, so stop waiting and just do it.

Go to these links to hear 3 full interviews with Jason about his Adonis Index Transformation:

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[****Interview Two Part1: Jason Gottlieb****](#)
[****Interview Two Part 2: Jason Gottlieb****](#)

PART 2

Chapter 5

Perfect Proportions: The Goldilocks Phenomenon

As I began my research on the “right look,” I realized all I was really looking for was a relative cut-off point – a shape and size that people should shoot for when they’re working out and trying to improve the look and shapes of their bodies *without drugs*.

What I wanted to find out was how much muscle can we add to the human body without using drugs? And what are the specific proportions that those muscles should be built in?

As with any good researcher I had to start with a number of assumptions, and my main assumption was this:

An attractive body was a healthy body, and a healthy body wasn’t only lean (low body fat), but it was also muscular – as muscular as a person could naturally become, given his own genetics.

With this assumption in place I began to review the research on how to best quantify a ‘healthy body’. As it turns out there is a relatively easy metric that has been used successfully in research to quantify a ‘healthy body’.

The simple measurements of body circumferences (primarily the waist) are being used in clinical research to estimate body size, shape, overall bodyfat levels and health risk with startling success [Ness-Abramof R, 2008]. But it wasn’t just the waist circumference that was being used, **it was the waist-to-height ratio**.

A study in the February 2005 issue of Preventive Medicine looked at the superiority of the waist-to-height ratio as a way to measure coronary risk factors among non-obese men and women.

Researchers compared BMI, waist circumference, and waist-to-height ratios for almost 5,000 men and 2,000 women of normal weight, then compared these measurements to known coronary risk factors. The researchers found that the sum of all coronary risk factors correlated positively with all the indexes, **with the closest correlation found for waist-to-height ratios** [Hsieh SD, 2003].

In a similar study published in the Nippon Rinsho: Japanese Journal of Clinical Medicine BMI, waist circumference, and waist-to-height ratio were evaluated for their ability to predict the risk of metabolic syndrome. Waist-to-height ratios correlated more closely than any other index to the sum of 4 or 5 coronary risk factors.

A waist-to-height index greater than 0.50 was capable of identifying approximately all overweight individuals and also identified more individuals of normal weight as at risk than any other measure of central fat distribution. And here is the super-important part of this study - **Even normal-weight subjects** with a waist-to-height ratio greater than 0.50 demonstrated significantly higher risk for 2 or more coronary risk factors than those individuals with a waist-to-height ratio less than 0.50 [Hsieh SD, 2004]

From our understanding of physiology these findings make a lot of sense. We know that with changes in energy balance (calorie deficit, or calorie surplus), **the waist is able to expand or contract at a greater rate** than any other area of the body [Heymsfeld BS 2008].

This is really not much of a surprise when you consider that the waist is the best predictor of overall body fatness. Sure, the BMI can be tricked by being overly muscular, but it doesn't matter how much muscle you have, **if you're 5'10 with a 40 inch waist, you are carrying too much fat, plain and simple.**

Circumferences, especially when combined with height, have a higher ability to predict negative ‘health outcomes’ than more widely used equations like the BMI. [Lofgren I, 2004; Visscher TL 2001].

Because the waist circumference was an excellent predictor of health and body fatness it seemed like the absolute best place to start. From the available research I found that a waist-to-height ratio below 0.50 was an excellent cut off for overall health and body fatness [Garnett SP, 2008], and as I would later find out, also an excellent marker for the overall attractiveness of the male physique.

So I now had a starting point – the waist-to-height ratio. But this measurement alone wasn’t enough because it didn’t correlate at all with muscle mass.

And I really wanted to know what the ideal MUSCULAR body proportions were.

You could have a ‘healthy’ and attractive waist-to-height ratio, and have extremely low amounts of muscle mass. In fact you could be anorexic, or starved and still have a ‘good’ waist-to-height ratio. – So using this metric alone was simply not enough, **it was an incomplete index of overall health.**

I needed another metric that was also scalable to height (increased proportionately with height) and was a strong indicator of overall muscle mass.

What I found through my research was that the **shoulder circumference**, measured approximately half way up from the nipple and half way down from the clavicle, was the best measure of muscle mass that scaled proportionality with height.

So I have my two measures, both scaled well with height (this was extremely important), and when combined were highly predictive of a lean yet muscular body. To put it in simple terms - **the bigger the shoulder circumference at any given height and waist, the more muscular the man was likely to be, and the lower the waist circumference at any given height, the leaner the man was likely to be.**

So now I had my measurements, but still no concept of what was ‘ideal’. I knew for sure that ‘bodybuilder’ size or the extremes we see in super hero comics were not naturally possible proportions, they were most likely not healthy proportions, and likely since it isn’t possible naturally it’s probably not even that attractive either.

I knew from reviewing the research on attractiveness that the biggest and bulkiest steroid sized guys turn off most women [Swami 2007], and that many guys actually overestimate the amount of muscle they think women will be attracted to [Thompson 1992].

In fact if you rely on your instincts of how big you think you should get, you’ll likely end up overestimating the size you think you need to be by almost 30 pounds! In other words, if most women think you will look great at 180 pounds, you will most likely assume you need to be 210 pounds!

At which point most women will probably just be scared of you!

I know this happened with me for sure and many other guys I’ve worked with who have stopped using steroids and finally come down to a realistic and natural size.

The problem here is that most men are comparing themselves to other men, just like women compare themselves to other women. And just as women want to be smaller and thinner than other women, **guys always tend to want to be bigger and stronger**

than other guys. But this is flawed reasoning as you can't just continue to be bigger and bigger, and in fact there is a fine line between having the right amount of muscle, and too much muscle. And lets face it, no matter how big you get (steroids or otherwise) there is always another guy who is bigger. This is a race you just can't win.

Through my research I learned that sheer size is never an indicator of financial or social success; in fact, **many people view bodybuilders as simply overweight** and, as such, excessive muscle mass can hurt your chances when it comes to career and financial success. Research indicates potential employers have a subconscious prejudice against overweight individuals and tend to discriminate against them. **Because a bodybuilder can seem overweight in regular clothes**, he could easily experience the same kind of discrimination [Puhl 2001, Watkins 2000]

While I knew biggest wasn't better, I also knew being the thinnest guy – perhaps one with a distance runner's body – wasn't the answer, either.

It was easy to rule out these two extremes (super big wasn't the answer, super skinny wasn't the answer); but it was much trickier to figure out what the "just right" size was. Especially since I was trying to correlate "just right" with muscle, body fat and overall health – not an easy task! In a funny sort of way, the goal was to 'look big' without having to 'be big'.

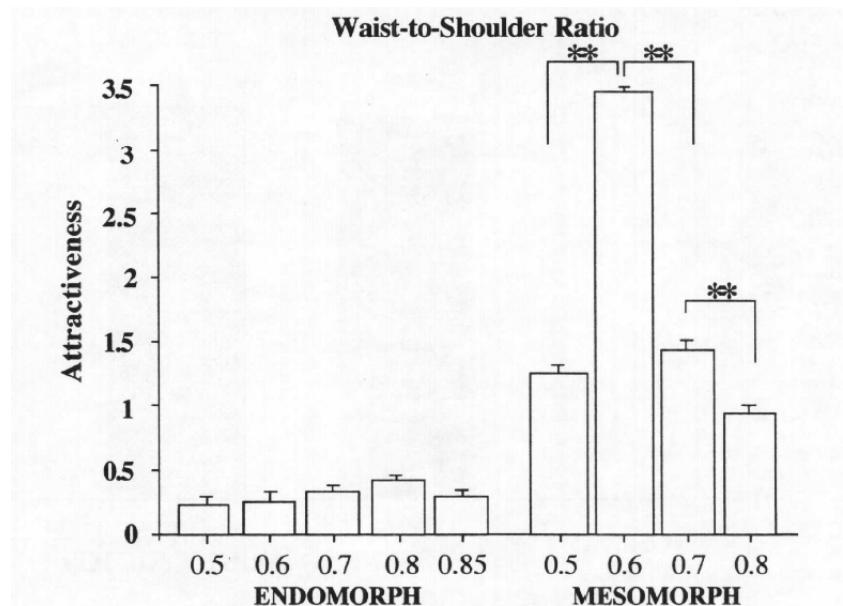
So, just like Goldilocks, I was on the hunt for what was "just right." Trust me when I say Goldilocks had it easier. She only had three choices, whereas I was trying to determine which body shape and size was the most perfect out of the hundreds of shapes and sizes a human could possibly be.

To find my answer I gathered and studied the proportions of fashion models, body builders, power lifters, College athletes, professional strength and power athletes and **even the 2003 Indianapolis Colts** (more on that later). I also had to study art history, ancient sculptures, anatomy and physiology textbooks as well as anthropology, classic architecture, evolutionary psychology, mathematics and even plant biology. This

may sound like a very odd collection of topics, but the surprising thing is how well they all fit together.

When I looked into the physical attraction research, I found that the exact ratio I was investigating was the same ratio that women intuitively use to rate men's bodies - **a man's shoulder-to-waist ratio**.

In multiple research papers, **women from all cultures repeatedly and consistently choose a shoulder-to-waist ratio of approximately 1:1.6 as the most attractive**. Women actually found ratios that started to exceed this range (such as the ratio a bodybuilder might achieve with steroids) and a ratio that fell significantly below this number (think an extremely thin distance runner, or someone who is overweight with a large waist) as less attractive. [Swami 2007, Swami 2005, Dixon 2003]



(graph is from Dixon 2003)

When you combine this research with my research on health, it seems to make sense that a woman would intuitively use such an easily visible marker of health and fitness (muscularity and leanness) and use it to gauge a man's attractiveness.

Since the ratio of 1 to 1.6 kept coming up in the attractiveness research I decided to research this ratio even further.

What was so special about this number?

Why not 1:1.7, or 1:4? Why did everything keep coming back to this ratio around 1:1.6...?

It wasn't until I started to research architecture and sculpture that I realized that 1 to 1.6 isn't just some random ratio; it is, in fact, **a very special ratio known as *The Golden Ratio*.**

1:1.618 is an ancient mathematical principle that governs many natural laws, including the shape and proportion of the human body and even the growth pattern of plants. **The Golden Ratio is actually one of the keys to the human perception of beauty and attraction.**

In retrospect, it's rather amusing that I set out to figure out the ideal proportions of the human physique and I end up stumbling upon one of the most important numbers *in the world*.

The golden ratio is 1-1.618 or 1-phi (phi = 1.618) can be calculated using a series of numbers called the Fibonacci sequence (sometimes called the golden sequence). This sequence is based on the arithmetic mean of 1 and the reciprocal of the square root of five.

This unique number, used extensively in art and architecture **seems to be the guide for the perfectly proportioned muscular body**. And in the next chapter we'll talk about the variations of human body size and how we're all more similar than you might think.

The Fibonacci Sequence

1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233, 377...

The Fibonacci sequence is a unique set of numbers. The sequence starts with the number 1. You get each number in the sequence by adding the previous two numbers, for example:

$1+1=2 \dots 1+2=3 \dots 2+3=5 \dots 3+5=8 \dots 5+8=13 \dots 8+13=21 \dots 13+21=34 \dots 21+34=55 \dots 34+55=89 \dots$

Fibonacci numbers are often called the **Golden Sequence** and are unique because they have an interesting property – as you go through the sequence and divide each Fibonacci number with the number that comes right before it you end up with a special answer: 1.618 aka: PHI (Φ)

PHI is a special number and is the key to the Golden Ratio 1:1.618

$2/1=2$, $3/2=1.5$, $5/3=1.666$, $8/5=1.6$, $13/8=1.625$, $21/13=1.615$, $34/21=1.619$, $55/34=1.617$,
 $89/55=1.618$ (PHI Φ)

1.618 is also known as PHI (Φ).

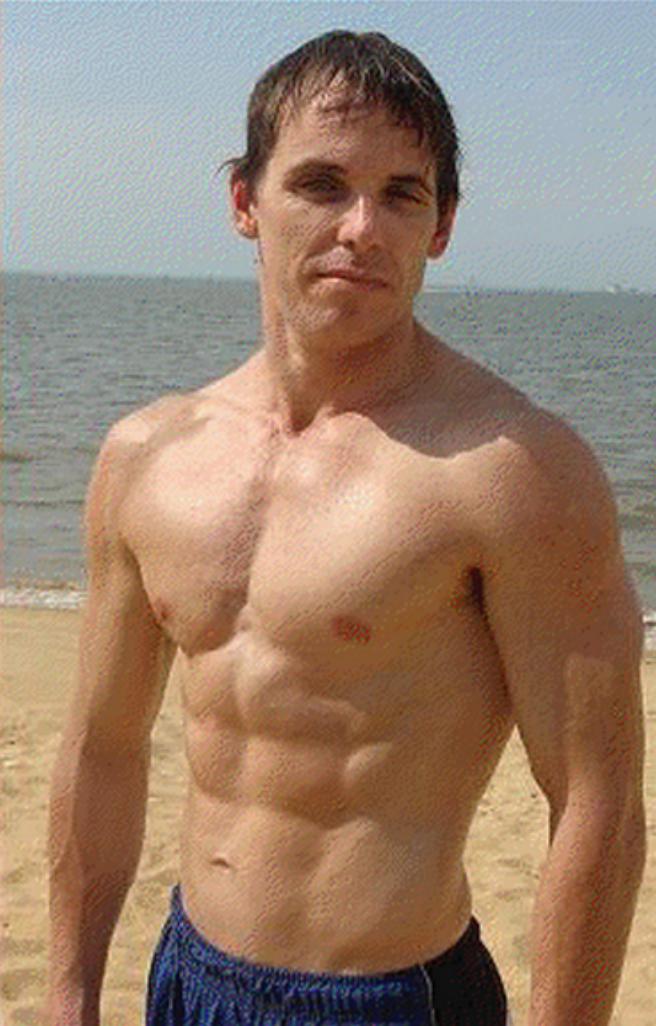
Adonis Index Success Story

Jason Haynes

Jason Before the Adonis Index



Jason After the Adonis Index



Go to these links to hear 3 interviews with Jason:

[****Interview One With Jason Haynes****](#)

[****Interview Two with Jason Haynes****](#)

[****Interview Three with Jason Haynes****](#)

Jasons Story

“Leaving the Adonis Index system untouched in my PC for a year was the biggest mistake I made! I wasted a year of my life that I could have been ripped”

I was always doing what everyone else was doing and following advice from guys who were genetic freaks or were on roids. I tried everything, total body, powerlifting style, training like an athlete.

But why would you train like an athlete if you aren't one?

Anyway, as far as training style goes, you name it, I tried it all. I purchased the Adonis Index a year ago, but I had dozens of otheronline programs in my PC that I wasted my money on in the past and never looked at that Adonis Index originally went there as well.

I was an ass, instead of trying the program I was arguing with you guys why it can't work, but I never bothered trying it in the first place.

God I was stupid.

I tried everything, but nothing helped. At that time everybody was saying that you should eat 4000 calories a day and bulk your way up to big muscles. I told my wife: “Babe I am gonna eat a lot, get fat and come out ripped, because all these guys can't be wrong, it must work.” Well, you could tell that she wasn't happy and how could I blame her, right?

It took me six months to bulk up. After that I took a serious look at myself. To be honest, I looked like crap, I felt like crap, I was like I better come out looking like an Arnold from this.

It was sick. After a while I realized that I am just fat and I am not going to magically get ripped by continuously overeating.

I needed to stop spending so much money on food and I also wanted to get lean and ripped, so I decided to take an opposite approach and try the Adonis Index systems. And it WORKED! It worked like magic.

What kept me motivatedthroughout the program was watching my waist shrink every week. Every Monday morning I saw almost an inch down and that was all I needed to see that it works and stay on track.

Guys, with AI you can measure the progress, it's right in front of you!

Stop worrying about weight and trying to get big. I know that you think (btw I thought that too few months ago) that if you are big dude everyone is going to respect you and you will get all the money and chicks in the world, but that is not how it works.

Somewhere in the past we got into the idea that weight equals masculinity, but that is not true. Bodyweight is overrated. Your value as a man is not in how much you weight. There is more to us than just weight.

When you bulk up you just look fat, especially when you take off your shirt. Once I got there I looked dumb and fat and felt like crap.

Not only that you don't need to massively overeat to build muscles and get ripped, but it also doesn't need to be complicated.

Keep it as simple as possible; this approach takes away stress and waste of energy. I am a living proof that it's possible to get great results by doing simple things. And once you get in shape your behavior will change big time. Today I am nice to people. That never happened before.

Before training with Adonis Index I acted like a jackass. This behavior came from my insecurities about the way I looked. When I looked skinny I was a jerk, when I bulked up, I became even a bigger jerk. And this only changed once I got in shape.

Keep it simple guys, get Adonis Index program, get ripped, and enjoy life.

Go to these links to hear 3 interviews with Jason:

[****Interview One With Jason Haynes****](#)

[****Interview Two with Jason Haynes****](#)

[****Interview Three with Jason Haynes****](#)

Chapter 6

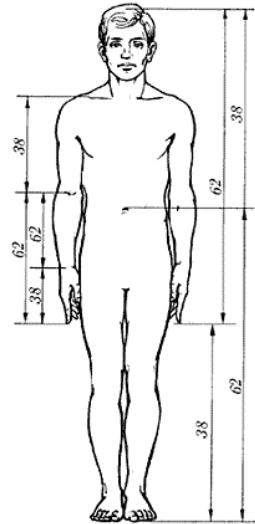
The Golden Ratio and Perfect Male Proportions

The Golden Ratio is exactly 1:1.618, the number 1.618 is an irrational number defined by the Greek symbol Phi φ , and we find it all around us in nature, architecture and some of the world's greatest artwork.

For example, in nature you can see The Golden Ratio's proportions in the contours of seashells, the shape of a hurricane, the spacing of leaves on flowers and even in the spirals on a pineapple. Some of the most astounding architecture in the world, like the Egyptian pyramids, was constructed using the principles of The Golden Ratio. And, it should come as no surprise that Michelangelo's "David" and Leonardo da Vinci's "Vitruvian Man" feature the principle of The Golden Ratio in the proportions of these depictions of the male form.

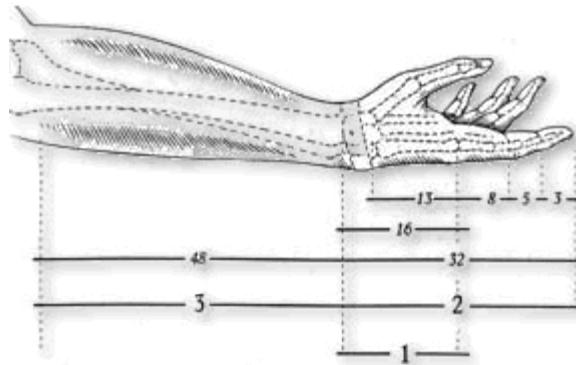
As I researched this proportion I soon discovered this is a principle that governs even more than just the shoulder-to-waist ratio; it was in fact the basis of the shape and proportion of the entire human body.

Let's take a closer look at the dimensions of the human body to better understand the importance of The Golden Ratio to the human form.



This diagram illustrates some of the sections of the body that are proportioned in The Golden Ratio. For example, the distance from the top of your head to your navel is in The Golden Ratio to the distance from the top of your head to your fingertips.

The length of each section of your finger is in The Golden Ratio to the length of the next section, and your hand is in The Golden Ratio to your forearm. In fact, you have been unconsciously looking at The Golden Ratio your whole life and didn't even know it!



Even human DNA is built according to The Golden Ratio. The cycle length of your DNA double helix is in the golden ratio to its width! Every cell of your body is filled with millions of examples of The Golden Ratio at work in the most perfect system of all – the human body.

As I looked back through art history I found that both Leonardo da Vinci and the famous architect Le Corbusier considered the ideal human body proportioned to The Golden Ratio. They knew a body built into the golden proportion would draw our attention and admiration without us even knowing it.

And, as I have discovered, modern research supports their conclusion.

Sculptors used The Golden Ratio to create sculptures that defined the ideal powerful and masculine body. Greek gods and powerful warriors were all depicted with The Golden Ratio, and artists went to great lengths to ensure their sculptures exemplified this ratio to perfection.

Basically, if you were to assign a single ratio to describe nature's ability to perfectly balance structure and function, that ratio would be 1:1.618.

The Golden Ratio may also dictate some of the proportions of the most attractive faces. Plastic and dental surgeons actually use the golden ratio to help rebuild and shape faces and mouths when undergoing reconstructive surgery. There is some controversy in the research over such things, however it seems to be the basis and starting point for reconstructive facial surgery and a way to measure what most people might find "beautiful". [Baker 2001, Jahanbin 2008]

As you can now see your body is an example of the golden ratio at work. From my research, the most important and specific ratio on your body is your shoulder to waist ratio, or what I have come to call it; your "**Adonis Index Ratio**".

Your shoulder-to-waist ratio is the **most** important ratio for the overall look of your body. It is the one ratio you are most often judged on because it is immediately visible and impossible to hide even under layers of clothing. It is an excellent indicator of overall health, and **there is good research to show that the minute you walk into a room your shoulder-to-waist ratio is the most powerful and immediate representation of your overall shape**. [Horvath 1981, Dixon 2003, Swami 2005, Swami 2007, Lavrakas 1975]

In reality, your basic bone structure is likely in accordance with the golden ratio from the hip to shoulder, and your basic muscle mass underneath all of your fat is likely very close to this ratio before you ever touch a weight. In fact many true ectomorphs or people with very low bodyfat might actually be in a golden shoulder to waist ratio BUT their overall size and dimension will be very underdeveloped. In other words, **our natural form is golden, but to maximize the power of your look, you've got to build up a larger golden form which starts with your height-to-waist ratio.**

What I'm talking about here is a degree of muscularity that you can build naturally, but make no mistake, it needs to be built, you're not going to accidentally end up looking like this without some effort in the gym. The specific Adonis Index ratio is based around an ideal waist size that is calibrated from your height and it seems to be the maximum amount of muscles you can build naturally. In other words you can have a golden ratio without doing any exercise if you're very lean, BUT you'll still be underdeveloped compared to your ideal. Think of it this way, it's the difference between having the body of a lean 16 year old boy vs a lean muscular powerful man.

Note: Incidentally, this is why business suits have built-in shoulder extensions – they enhance your shoulder-to-waist ratio and give you a look of power, authority and dominance.

It appears that socially we have always understood there is a dominating look and that it had to do with the shoulder-to-waist ratio. I'm just putting an exact number on it.

The most powerful effect your body can have on the subconscious mind of other people is based on symmetry, balance and the golden proportions – the perfect proportion of your body is when it approaches a golden shoulder-to-waist ratio. Your shoulder-to-waist ratio is what I now call your Adonis Index ratio or Adonis Index score.

The closer you can bring your Adonis Index score to 1-1.618 (waist-to-shoulder ratio) the closer you will be to your ideal muscular lean powerful looking form.

Paradigm Shift: Compare You to You

There is a specific bodyweight that is associated with the specific look of YOUR body... not mine, not your buddies, but YOURS.

The factors that determine how much you will weigh when you achieve your golden AI ratio are your somatotype and your height. From there your age and training experience will determine how long it takes for you to get there. (as well as the training program you are following...of course I think my system is the best for this purpose)

At my height and with my training experience and my genetic type, I have achieved a golden AI ratio at approximately 180lbs. But this only applies to me. Even if you are the exact same height as me you may not be quite the same somatotype and you may still have many years of training to go to catch up to where I am as far as muscle development.

On the other hand you may actually be a true endomorph and possess much more muscle than I do, in which case you might end up at your golden AI ratio at a different bodyweight than me and you may get there quicker than I did.

The point is your best look will happen at a bodyweight that is specific to you. And you won't know what that weight is until you get there. The one thing I will say is that you'll most likely be lighter than you expected. I know I was.

As you've already read I managed to get up to 250lbs at one point in my life. I was bulky, and nowhere near as lean and defined as I am now. It was an unsustainable size that required the use of drugs to reach. It would have been impossible for me to achieve a

lean body fat percentage at that weight, and I would have needed a significant amount of drugs to try and become lean without reducing my bodyweight below 200lbs.

In other words I was shooting for a combination of size and definition that could only be achieved with drugs. There was no way to actually be over 200lbs without being fatter than I wanted. **This is the reality of body size and shape.**

Once you remove the confounding variable of drug use, then it becomes clear that there is a specific bodyweight you will be when you achieve your golden AI ratio. There will also be a specific bodyfat % you will be at this weight.

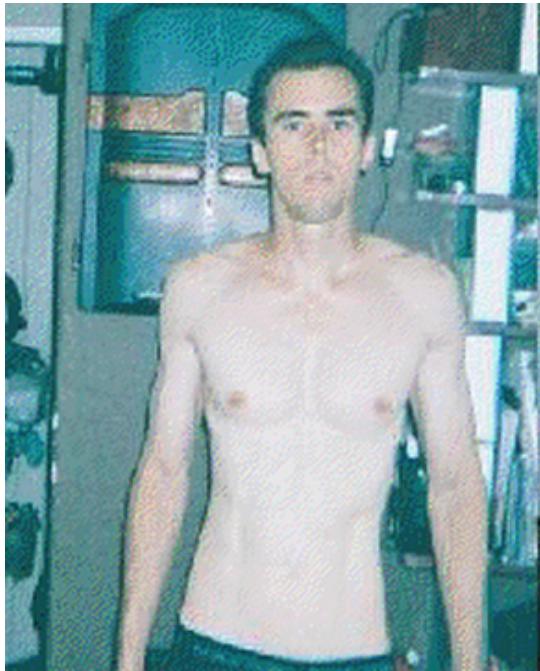
From the data we have collected, this is most likely going to be a 3-5 pound range that you will fluctuate around on a daily basis. Once your bodyweight strays above this range you will most likely be gaining an unnecessary amount of fat that will grow your waist beyond the golden measurement.

Likewise if you become too light you may lose size off of your shoulder measurement, reducing your AI ratio.

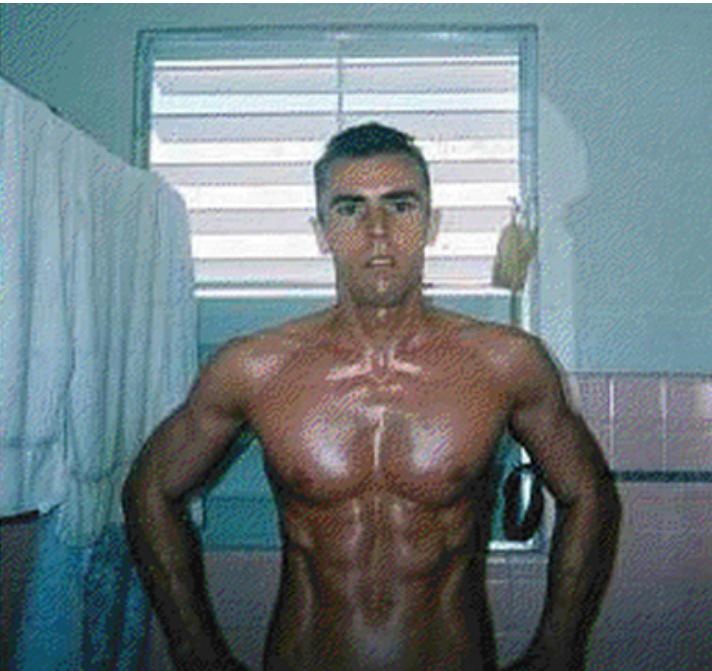
Adonis Index Success Story

Pierre Farine

Pierre Before the Adonis Index



Pierre After the Adonis Index



Go to this link to hear an interview with Pierre about his Adonis Index Transformation:

[Interview with Pierre Farine**](#)**

Pierre's Story

"I tried a lot of things to get over depressions and get in shape and nothing ever worked. But after doing this program I no longer have the problem"

I always had a pretty unrealistic body image that I thought I should aim for. I wanted to be 220 with 5% body fat.

Before doing the Adonis Index program I was having a lot of depression and lot of times it came from nowhere. I tried everything you can think of, but nothing worked. I don't know why, but doing the program helped me to get over it.

I have done a lot of work. I have no more depression and that has been a big issue for me, because it was with me all the time. And only thing that I changed was that I started following the Adonis Index program.

I'm satisfied with the way I look, I'm relaxed, I don't get angry anymore, I'm calmer and feel really great and happy.

And I'm not the only one who noticed the change, all my friends were impressed by the transformation and now they just want to go to the gym and train with me to see what I do.

Even my father that never comments on anything was amazed.

It's been a 100% positive experience and everything is getting better and better every day now.

I tried a lot of things to get over depressions and get in shape and nothing ever worked. But after doing this program I no longer have the problem.

The Adonis Index program is very simple and easy to follow. People think that just because it's simple it can't be true, but it is, just test it out. I did and got great results. I always wanted to look like Brad Pitt in the Fight Club, be as ripped as he was. I think I have achieved that goal.

The Adonis Index can and will help you build a body you can be proud of while still having a life and enjoying your favorite food.

I believe in the Adonis Index now. At first I didn't have any faith, but I tried it and ever since I did life is great.

Go to this link to hear an interview with Pierre about his Adonis Index Transformation:

[Interview with Pierre Farine**](#)**

Chapter 7

The Adonis Index Ratio

The Adonis Index (or, AI for short) is the ratio of your shoulder circumference to your waist circumference.

To find your AI, measure the circumference of your waist at your belly button standing in good posture with your arms down, relaxed (not sucking your gut in or any funny stuff), and the circumference of your shoulders at their widest point (typically this is halfway up from your nipple and half way down from your collar bone). The shoulder measurement is also to be taken standing in good posture (like you're standing at military attention) shoulders back, chest out, good upright posture.

This ratio is your AI, and the closer this ratio gets to 1-1.618, the closer you are to your perfect body proportions.

Right now you might think this sounds too easy and all you need to do is either lose some weight around your waist or build up your shoulders, chest and upper back and you'll hit your AI in no time; however, that's not the case.

**Your perfect form *also* revolves around
having an ideal waist size.**

Physical attraction research shows that women are most attracted to guys with a V taper and a shoulder-to-waist ratio that is almost exactly The Golden Ratio. [Swami 2007, Dixon 2003]. However, **the waist must be accurately proportioned to your height.**

Interestingly, the research on waist circumferences correlates well with some of the original math behind the golden index. Since the golden index ‘starts’ with the reciprocal of the square root of prime, it only seems fitting that we use this number to start our equations. **So the ideal waist should be 0.447 times your height.**

This number works well for several reasons: From a health point of view we want a waist measurement that is less than 50% of our height, but from an aesthetics point of view we want a lean taper, but not a feminine waist. Research has shown that a woman’s most attractive waist is roughly 0.38 to 0.40 times her height. **So for a man, what we find is that if the waist is too much below 0.45, the look can actually become feminine** – which is what we occasionally see in male fashion models.

As an example here are some basic waist to height ratios:

Barbie Doll: **0.2500**

Ken Doll: **0.3600**

Male College Swimmer: **0.4280**

Golden Waist: 0.447

Body Builder: **0.4580**

General healthy cutoff: **0.5000**

Males at increased risk of heart disease: **0.5360**

Obese: **0.5770**

So as you can see our waist comes in somewhere between the thicker waist of a bodybuilder, and the slim waist of a male swimmer.

In fact, what I have found is that our waist correlates excellently with the speed and power positions of American Football players.

Research on the anthropometrics of US NCAA Division 1 football players has shown us that the leaner players in the **wide receiver and defensive back positions** have waist to height ratios of almost EXACTLY 0.447 [Matthews EM 2008].

Wide receiver, golden waist for height = 82.25 cm. Actual Waist = 82.1 cm

Defensive back, golden waist for height = 82 cm. Actual Waist = 81.8 cm

And these were strong athletic men - They had an average maximum bench press of 312 pounds (highest being 410 pounds) and an average squat of 445 pounds with the highest being 600 pounds! [Secora CA, 2000]

So it is this waist, the ‘golden waist’ of 0.447 of height that I set as the ideal, and it is this waist measurement that we multiply by 1.618 to get our golden shoulders. All the research I have found points to this ratio as indicative of a well muscled body, **without becoming too cartoon like or distorted as professional bodybuilders are.**

The importance of this initial waist measurement cannot be overemphasized, as the overall Adonis Effect **only holds true if the man has a slim waist with above average muscle mass.** Having a bulky waist or ‘spare tire’ and even bulkier shoulders doesn’t work, and having a very small waist with small shoulders (that are in a golden ratio) is also much less effective.

In fact, women report the look of a man’s body becomes unattractive no matter how big his shoulders are if they’re attached to a fat waist [Horvarth 1981, Dixon 2007, Dixon 2007]. Women are also turned off by guys who are skinnier than they are or too thin. In

other words, you can't cheat the ideal Adonis Index ratio on the big or small side. Like I stated before, your base skeletal structure and your base untrained muscle (if you had zero fat on your body) **would be in a golden proportion but grossly undersized.**

From a health point of view this also remains true. Having 60 inch shoulders does not change the fact that having a 37 inch waist is not healthy if you are 6 feet tall. Similarly, having a waist below your golden waist may not be healthy, especially if a lower shoulder circumference accompanies it, even if the ratio between the two is approaching the golden ratio.

Putting it all together we can calculate what the perfect AI ratio is for a six-foot-tall man:

Height = 72 in.

Ideal Waist = 44.7% of height = **32.18 in.**

Perfect Shoulder Measurement = 1.618×32.18 (Ideal waist) = **52.07 in.**

Forget bodybuilding, forget 22-inch arms and forget weighing 275 pounds – **THIS** is the “ideal” for a six-foot-tall man. This is the ideal for ME.

This is the ideal that I should have strived for all along; it's the target every six-foot-tall man should strive for, and make no mistake about it, **this is an extreme level of muscularity without drugs.** The amount of work it takes to create a shoulder circumference of this size will also create proportionately large chest, back and arm measurements. The closer you get to this size, the more impressive your body will look and the more attention you can draw to yourself simply based on your form and proportions.

Modern physical attraction research, as well as the proportions of ancient sculptures and art, supports this shape and proportion.

This was it...this **is** it. So now I had a map to creating the ideal look, however we are still missing one major answer – **we need to know how much muscle we really need to add to our frames to get to this ratio.**

I obviously figured out what I needed to do for my specific body and my starting point. Your job is to find out what steps need to be taken for your body and your specific starting point. Your path might be slightly different than mine, even though our destination is the same Adonis Index ratio.

The reason is that we're all starting from a slightly different spot based on our size.

Adonis Index Success Story

Rich Sigona

Rich Before the Adonis Index



Rich After the Adonis Index



Go to this link to hear an interview with Rich about his Adonis Index Transformation:

[Interview with Rich Sigona**](#)**

Richs Story

“Sometimes more can be achieved with less, if you know what you are doing... The workout structure is the key”

Every time you get something handled, you become more self-sufficient and more of an alpha male. Now people expect advice from me and look at me for leadership. You become the go-to person in a lot of ways.

Other thing is that if you want to hang out with or around good looking girls you need to look good too. Women are more forward to me, because they like what they see. Girls understand what it takes to get in shape and if you are not willing to make that effort then you will end up with somebody you don't want.

Before I got into a relationship with my girlfriend I knew I need to step up my game to hang out with her otherwise no relationship would be possible. Recently shesaid that I make her feel really comfortable, safeand that she is around me because she can feel the natural confidence I have. And this is all because I got my body handled.

You slowly changes as you improve your physique, your confidence level goes up. And that is very attractive to everybody, both males and females.

And you don't have to spend your life in the gym. I thought I will have to spend most of my day in a gym. Sometimes more can be achieved with less, if you know what you are doing. The workout structure is the key.

Adonis Index workout has simplified my life and made it a lot easier. It has been freeing in a lot of ways since I started training with this system.

Thanks John for putting this program together.

The only downside is that you will have to get used to compliments you are going to receive on daily basis once you get in shape.

Go to this link to hear an interview with Rich about his Adonis Index Transformation:

[Interview with Rich Sigona**](#)**

Chapter 8

Variation of Human Size

There is actually very limited variation in human size when you remove the amount of fat mass we all carry.

Most people tend to think there is massive variation in human size, but in reality **the only body compartment that has the potential for massive variation is fat mass.**

In fact there seems to be almost no upper limit to the amount of fat a human body can potentially store as evidenced by those unfortunate individuals who have managed to become morbidly obese and achieve bodyweights far in excess of 400 and even 500 pounds.

On the other hand, there is no documentation of any man gaining even 100 pounds of muscle. Even when taking massive amounts of steroids there is still a very predictable upper limit of muscle every man can build. This upper limit of muscle mass becomes even more predictable when you remove steroids and only consider men that are natural.

In fact, what I have found through my research is that the **lean mass of a man is very predictable given his height.** It has been known for some time that total body mass, fat-free mass, fat mass, and even bone mineral content scale with height in men and women. [Heymsfield SB, 2011]

Muscle mass in particular scales in a linear relationship with height [Janssen I, 2000]. In other words, the taller you are, the more muscle mass you have.

After researching that stats and anthropometrics of countless athletes, and non-athletes of all different ages and nationalities, I developed a very simple equation that estimates a man's lean body mass based on his height with a very high degree of accuracy.

This equation can be used along side the Adonis Index measurements to give you an idea of the rough amount of lean body mass you will need to attain a body close to your Adonis Index goal.

It will also give you an approximate overall body weight since most men hit their golden waist at approximately 8-10% body fat.

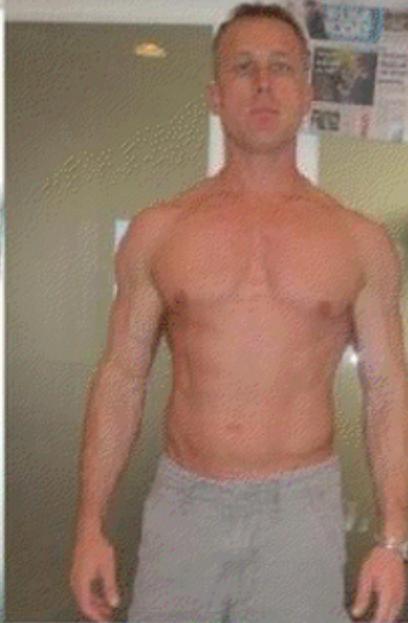
Adonis Index Success Story

Mike Schaefer

Mike Before the Adonis Index



Mike After the Adonis Index



Go to this link to hear an interview with Mike about his Adonis Index Transformation:
[Interview with Mike Schaefer**](#)**

Mikes Story

“I Made a Decision to Get to the Best Shape of My Life and Look like a Magazine Cover Model at the Age of 40”

Before I stumbled upon Adonis Index program I was already working out for a while, but I was overweight and never seen my abs and just never gotten to that leanness where you can see your muscle definition.

I was never satisfied with my look, but I was afraid of stepping out of my comfort zone and losing the fat I had on my hard-built muscles.

I always felt I could do better, but there is always something that will prevent you from getting in shape if you allow it.

However, I decided to put this to an end and finally stepped up my game. In 40 I decided that I gotta do something here and I will get to the best shape of my life, I have an opportunity to do it; kids are getting older, so I have the time that I can dedicate to more training, dieting and learning about new approaches. I had no clue what being in shape means, but basically I set a goal of looking like a fitness magazine cover model.

I started reading magazines and following their advice. I learnt a lot, but sadly for me, I later figured out that the advice I got from those fitness magazines was as far from the truth as it could get.

My biggest misconception was that adding new muscle will somehow magically melt away fat and that the fat will vanish in front of my eyes.

I was lead to believe that pound of muscle will burn 50 calories of fat, so I thought to myself if I put on about 20 pounds of muscle I will burn 500 extra calories of fat a day just by watching TV and not doing anything.

I began my quest to add muscle by training like a maniac and massively overeating. God what was I thinking.

If it were true it would be great, if it worked like that, you could just work out and eat your way up to leanness.

I did what I read in the magazines, basically eating big to be big. I ate tons of protein, because I thought that since it's the building block of every muscle, I need it or my muscles will fall apart. Same went for pre-workout and post-workout meals.

It was ridiculous.

I read some article from a famous bodybuilder about eating 7000 calories spread into 10 meals. So, I tried eating 4000 calories and whenever I felt hungry I would just take some protein bar on top of that.

I was also consuming glutamine, because it seemed like I should be eating it, since all the magazines were talking about it at that time.

Long story short, all this resulted in a pretty fast weight gain, which of course was mostly fat.

I found out the hard way that this premise is not true thus this eating more and building muscle for weight loss is crap.

At 200 pounds I thought cool I'm getting bigger, people are noticing the change, but what I didn't realize was that I was just shirt on big, but shirt off, it was all fat.

Once I hit 210 pounds I was getting some self-doubt and then when I got to 220 pounds I realized that this wasn't the part of my plan and this isn't how I imagined 220 would look and feel.

I felt uncomfortable, I could feel the fat on my hips, ankles and I even got some weird water retention issues and my ankles would puff up, which was pretty scary.

It's not a good feeling to be stuffed with food all the time.

Obviously this wasn't working and I had to figure out a new plan.

After scanning the internet for days and days I found John and Brad's Adonis Index website. I watched some of their YouTube videos and listened to their podcasts. And it all made sense.

Once I saw how John transformed his body and that he came from pretty much my weight and got to an incredible shape I decided to give it a chance and bought the program.

Once I went through it I realized that his system and methods were based on science and math, which I was happy to discover. That was a big change compared to all those fancy tips from fitness magazines and magic pills from supplement companies or unrealistic diet advice from bodybuilders.

With Adonis Index program I managed to slim down and keep the muscle, hell I even put more muscle on WHILE I WAS DIETING. That is crazy; I never thought that would be possible before.

John broke it down and said it's just math, he made it simple, put it into easy to follow step-by-step system anybody can apply to their own lifestyle situation.

Looking back now, I could have saved myself lot of frustration and years of looking terrible. Adonis Index program helped me transform my body into an amazing and ripped shape. And if I can do it at the age of 40 with two kids and work, then anybody can do it too!

Go to this link to hear an interview with Mike about his Adonis Index Transformation:
[Interview with Mike Schaefer**](#)**

Chapter 9

Lean Mass-to-Height Ratios

The very first fact we need to deal with when discussing lean mass is that the human body is fairly predictable. It is precisely designed living machine that grows under strictly defined principles and mechanics.

With the very rarest of exceptions a most people will be born with a body that has 2 arms, 2 legs, 5 fingers, 5 toes, a head, 2 eyes, 2 ears a mouth and some other very important body parts.

We almost always have the same internal organs in roughly the same spots. We have predictable levels of hormones, predictable metabolic rates and generally predictable biomechanics.

Our bodies will grow along a defined growth trajectory, and end in a final height that will (with the rarest of exceptions) be no less than 5 feet tall and no taller than 7 feet in height.

In fact, when studying entire populations of men we have learned that in North America **the average male height is 5'10'**. Obviously, every single man in North America is not exactly 5'10', this is just the average or the 'mean'.

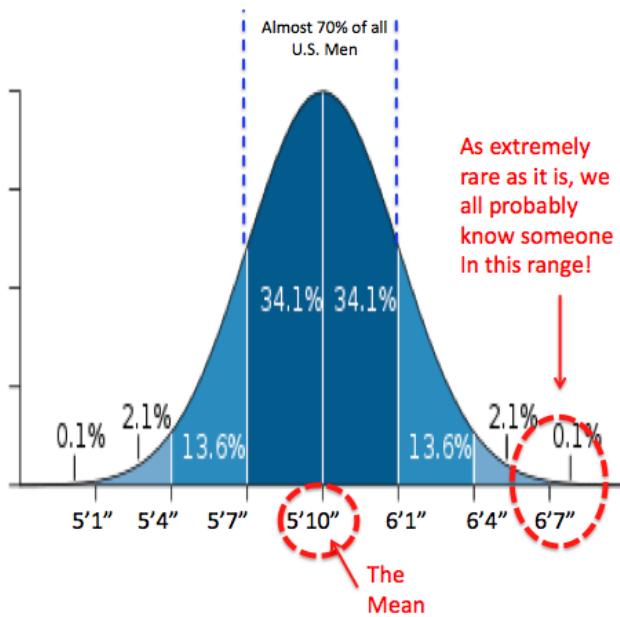
If you consider 3 inches to be the 'standard deviation' of height what this tells us is that 68% of men fall between the heights of 5'7" and 6'1" (5'10 minus 3 inches and 5'10 plus 3 inches).

When you consider most of the men you know, your friends, the people you work with etc, I'm guessing that you would agree that a little over half of them are between the heights of 5'7 and 6'1.

Now, if we add in another set of standard deviations, (add or subtract 3 more inches) you get a range of heights between 5'4" and 6'4". This is the range that 95% of men's height falls into. Or to look at it another way,

95% of all men's height will be within a tight 12-inch range.

Finally, if you add one last standard deviation to this height you get a range of 5'1" to 6'7". This means that 99.6% of men fall with the range of 5'1" and 6'7". This is how a normal distribution works. When you put it all together you get something that looks like this:



The interesting thing about the human body is that just like height, **Lean Body Mass also follows a very set normal distribution**. This distribution is the crux of my personal research and it is a major pillar of the Adonis Index research.

Based on my findings, here are the rules behind the distribution of lean body mass in men:

Starting at the mean height of 5'10, add or subtract 7 pounds of lean body mass for every inch of height. Then, as a normal distribution add or subtract 7 pounds from the mean lean body mass for that height.

The interesting thing about this findings is that they correlate well with my findings on waist and shoulder circumferences. It is a linear increase in Lean Body Mass with height; just as the increase in waist circumference and shoulder circumference is linearly related to height.

Also, based on our understanding of surface area and the density of Lean Body Mass the connection between Lean Body Mass and Height correlates well with this “**Rule of 7’s**” for lean body mass.

Ignoring all of the scientific explanations, what this means is:

We now have a completely scalable measure of body shape and lean body mass in men.

My research was mostly centered on men who are at least somewhat active, so I consider my findings good estimates for someone who is at the very least ‘active’.

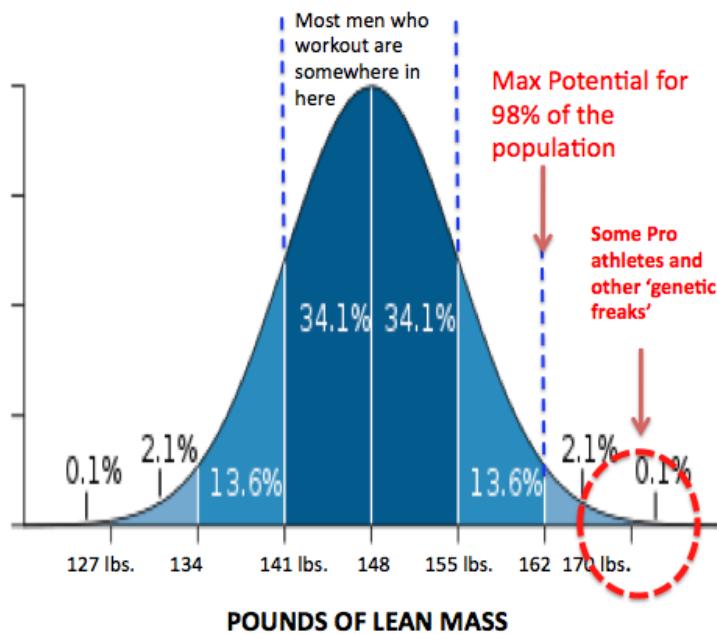
That being said, starting with the mean height of 5'10”, I have found that the mean Lean Body Mass for an active male is around 148 pounds. This means if we follow the ‘Rule of

7's', almost 70% of 5'10" men will fall somewhere between 141 and 155 pounds of Lean Body Mass. And 95% of 5'10" men will have between 134 and 163 pounds of Lean Body Mass.

And while this looks like a pretty tight range, keep in mind, from my findings, **it's roughly a 7 pound difference in Lean Body Mass that separates an ectomorph from a mesomorph and a mesomorph from an endomorph**

(more on the 'morphs' later).

Visually, this what the normal distribution of Lean Body Mass looks like for a 5'10" inch male.



Now, there are some interesting things I want to point out to you – most importantly – **THERE ARE OUTLIERS.**

Less than 0.1% of Men in North America are taller than 6 foot 7 inches, yet we all know someone (or know of someone) who is at least that tall. While 0.1% is a very small number, In a city of 500,000 people it would be a good guess to say that there could be AT LEAST 100 people who are over 6 foot 7 (and probably closer to 500 people!).

And, just like height, even though only 0.1% of all 5'10" men have more than 170 pounds of lean body mass, they do **EXIST**, however I should point out that if you **WERE** one of these people, you would already know.

So my research has given us some amazing metrics.

We know the upper limits of Lean Body Mass for any given height, as well as the optimal waist and shoulder circumference ratios.

We also know that people who are near the 2nd Standard Deviation of Lean Body Mass for their height and who are lean (around 10% body fat) tend to be very close to having the ideal ratio, **providing they haven't built their muscle incorrectly**

(More on that later).

Finally, in order to calculate the effect of weight training into my equations, I had to look at the component of lean body mass that is skeletal muscle.

When examining Lean Body Mass the first thing that becomes evident is that **it is not ALL skeletal muscle** – Lean body mass also includes your organs.

In fact, in men aged 20 to 50,

Skeletal muscle mass only makes up about 50% of your total Lean Body Mass.

It's greatest in your early twenties (54-56%) and continually drops until age 70 (~48%) [Wang Z, 2001].

What this means is that in an athletic man with 150 pounds of Lean Body Mass, **only 75-80 pounds of that weight would be from skeletal muscle**. And, since skeletal muscle is the only part of Lean Body Mass that significantly hypertrophies with weight training, **it is only this 75-80 pounds that increases in weight**.

From looking over all of the data on the muscle building effects of weight training, it is evident that on average a very well designed workout routine followed with close scrutiny can achieve increases in muscle mass that range from 5% **all the way up to 20% increase in skeletal muscle**. For arguments sake I will use the rough average of a 10-15% increase in skeletal muscle.

This means for an average athletic man with 150 pounds of lean body mass, of which 75-80 pounds is skeletal muscle, a highly effective workout program could result in a 7 to 12 pound increase in Muscle Mass. After that initial 7 to 12 pounds (which usually occurs in the first 2 to 6 months) gains are slow, with experienced trainers considering themselves very lucky to gain even 2-3 pounds over an entire year.

So now that we know that weight training does not effect the **ENTIRE** lean body mass, but only the skeletal muscle portion, and that a good weight training program can increase muscle weight by 10-15%, we can use these calculations to properly create a 'map' of the average man's body, and how that body can be changed by dieting and weight training to create realistic expectations of a powerful lean body.

A man that is 5'10 and has more than 6 years experience working out with weights is most likely going to be carrying approximately 150 pounds of lean body mass, give or take around 5-8 pounds due to somatotype (endo, meso, and ectomorphs), their genetic potential to build muscle, and the quality of their workout program. **Any other variation in his body size will be due to fat mass and water content of his body.**

Here are three examples of the size you can expect from men that are the same height and who have been working out with weights, but not taking steroids.

Example body size limits for a man that stands 5'10"

Example 1: Man that goes to gym regularly 3-4 times per week, does not take steroids.

This is the average gym goer who works out hard, but also has a real job (or goes to school) and simply works out to build maximum muscle and improve the look of his body. (If you've read this far into this book, this is most likely you).

Given the anthropometric data we have on human form and height we would expect this man to have roughly 148 pounds of lean body mass, with an extra 5 to 15 pounds of skeletal muscle built through his commitment to resistance training. Most likely this number would be closer to 7 pounds. Based on these assumptions, **he would weigh between 170-180lbs if he has a relatively normal body fat percentage.**

Any weight beyond this is most likely extra fat mass. There is no evidence that an average man at this height can realistically put on pounds and pounds of real muscle mass beyond this range without the use of anabolic steroids. Keep in mind I am talking about 'average' guys, there are always exceptions to the rule who have a genetically higher set point of base muscle, but as I said earlier - if that's you, you already know it.

Example 2: Top level amateur bodybuilder and regular steroid user:

A top level amateur male bodybuilder who stands 5'10 and is admittedly using a hefty dose of steroids could be anywhere from 180-200 pounds on stage, with a body fat percentage of roughly 9% and approximately 4-7 years of weight training and steroid use. This same bodybuilder would probably weigh around 220-240 pounds in the off-season with a body fat percentage in the 'normal' healthy range of 10-20% for men.

This is already a massive difference from a natural guy who lifts weights in an effort to build muscle size.

Example 3: Pro Bodybuilder Using maximum amount of steroids.

A pro bodybuilder who uses the most steroids out of any level of competitive bodybuilder and typically has at least 10 years of both training experience and steroid use could be on stage at around 5-6% body fat and weighing anywhere from 200-240 pounds. This same bodybuilder could be as heavy as 270-280 pounds in the offseason at body fat percentages between 20-25%.

This is the type of freakish size that can be seen as overweight and even obese in regular clothing. **This is the truest sense of body distorting muscle mass from steroid use.**

All 3 of these examples are body sizes of a 5'10 man that are well documented and easily verified. What you will notice is that there is a very well established upper and lower limit to the size a 5'10 man can be even with massive steroid use. It is virtually impossible for a 5'10 man to achieve a bodyweight approaching or beyond 280 pounds (while maintaining a healthy body fat percentage) no matter what he does, drugs included. Although it is possible for a man this height to restrict his calories enough to drop well below 120 pounds it is highly unlikely and almost impossible to sustain such a light weight for longer than a few days.

In reality, most men of the same height will have very similar body weights given a similar body fat percentage (and similar use or lack of drug use).

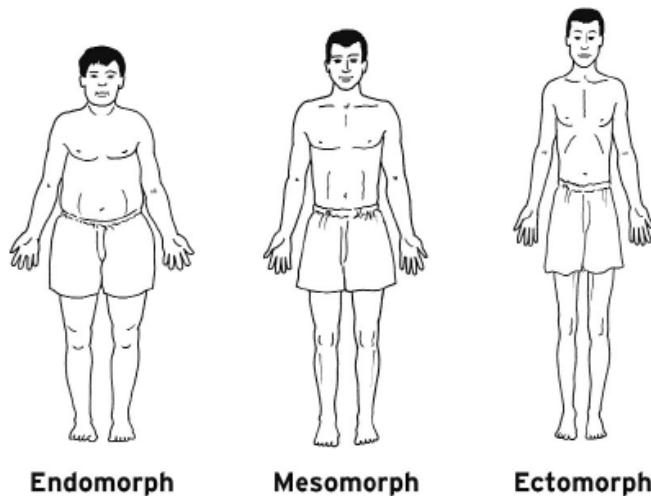
Now, as I eluded to earlier, there is a variation of base muscle mass at each given height that is a result of somatotype; which seems to be a much smaller variation than you would guess, or have been lead to believe.

Morphological differences at the same height are most likely only 7 pounds from ectomorph to mesomorph and from mesomorph to endomorph. And while most ‘illustrations’ of these differences also display large differences in fat mass, **typically the true difference lies in the skeletal structure and lean body mass components**

The Somatypes

Somatotype loosely refers to your genetically predetermined muscles size, physical stature, and tendency to carry more or less fat mass, this is the proverbial, skinny, average, or big sizes. From what we know of so far we are all born with a predetermined number of muscle fibers, and know that we can only make the muscle fibers we already have bigger by working out (Hypertrophy). This is evidenced by the fact that men who are genetically thin can never become overly bulky no matter how much they work out. Even if a genetically ‘thin’ guy takes steroids he will never be able to build up the same muscle size as a man who is genetically ‘big’. We can only make the muscle fibers, and muscle cells we already have bigger but **so far we don't seem to have the capacity to add new muscle fibers, even with steroids.**

There are 3 General Categories of Somatotypes: Endomorph, Mesomorph, Ectomorph



Endomorph:

Rounder body shape, larger muscle mass and higher percentage of bodyfat

Mesomorph:

Average muscles mass, average bodyfat and average height

Ectomorph:

Less muscle mass, less fat mass, long and lean looking stature

These three categories are approximate generalizations. Most people express some degree of each somatype and the way researchers categorize people include many more factors than just these 3 categories (but for our purpose we'll just look at the 3 general categories). There are very few people who are true pure ectomorphs or pure endomorphs.

Everyone else falls somewhere along the spectrum in between these two extremes.

Your somatotype is genetically determined so there's not much you can do about it. This means the only factors you have any control over are building some muscle mass, and burning off some fat mass.

Those of you who don't seem to carry much fat mass will only need to focus on building muscle.

Those of you who seem to have lots of muscle and gain muscle easily will most likely need to focus most of your attention on losing fat.

The rest of us in the middle will need to do some combination of both.

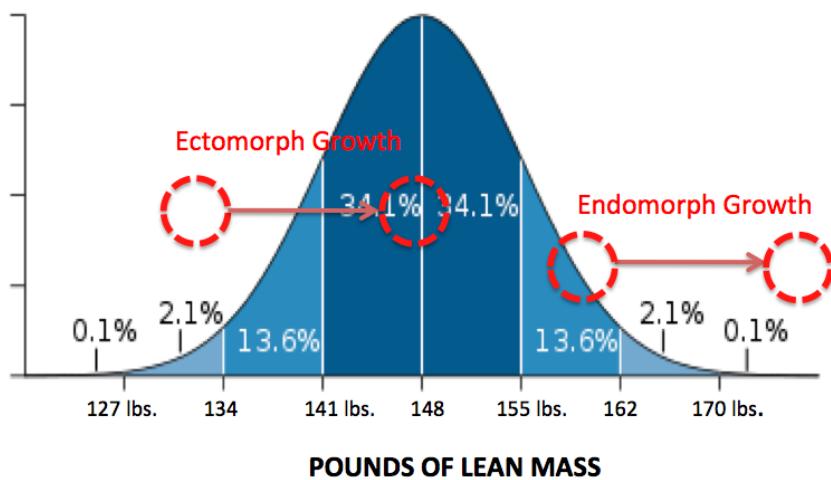
The bottom line is that your somatotype is genetically predetermined and you can't change it. On one end of the spectrum gaining muscle is easy, on the other end burning fat is a non issue. Everywhere in between is a combination of both. But no matter where you are starting from there is still a perfect Adonis Index ratio you should be shooting for based on your height.

Going back to our normal distributions and rules of 7's this becomes rather obvious.

Someone who is two standard deviations LEFT of the mean, through hard work in the gym, can move themselves closer to the mean, heck some might even be able to reach it. However, someone who is two standard deviations left of the mean will never be able to catch the man who is two standard deviations to the right of the mean.

This is a great example of an ectomorph building his way to mesomorph, but not being able to naturally build to the level of an endomorph.

Lean Mass on a 5'10" Male



While this may seem like extremely bad news for the natural ectomorph consider this – if we remove the obsession with ‘weight’ we see that the ectomorph and endomorph both made roughly equal improvements, meaning that on their given skeletal frames, both will look equally ‘improved’.

In other words, when the shirts come off, both men will look ‘muscled’.

The key is that the ectomorph would look silly with 170 plus pounds of Lean Body Mass on his frame, as would the mesomorph with under 150 pounds of Lean Body Mass. It is the proportions, not the absolute weight, that dictates the look.

Or, as I stated before, this is the difference between ‘looking big’ and ‘being big’.

Based on this information, I knew that for me (at 6 foot tall), my ideal ratios would be as follows:

Height = 72 in.

Ideal Waist = 44.7% of height = 32.18 in.

Perfect Shoulder Measurement = 1.618×32.18 (Ideal waist) = 52.07 in.

And given that I am a natural Mesomorph I would need approximately 170 pounds of Lean Body Mass to get to this physique.

At a leanness of around 7 to 10% body fat this would mean I would be at my Adonis Index at a weight somewhere in the range of 182-188 pounds.

In the picture on the next page, after training using the Adonis protocols and dieting to reach my ideal waist and shoulders I ended up with my Golden waist and shoulders at a weight between 184 - 185 pounds.*

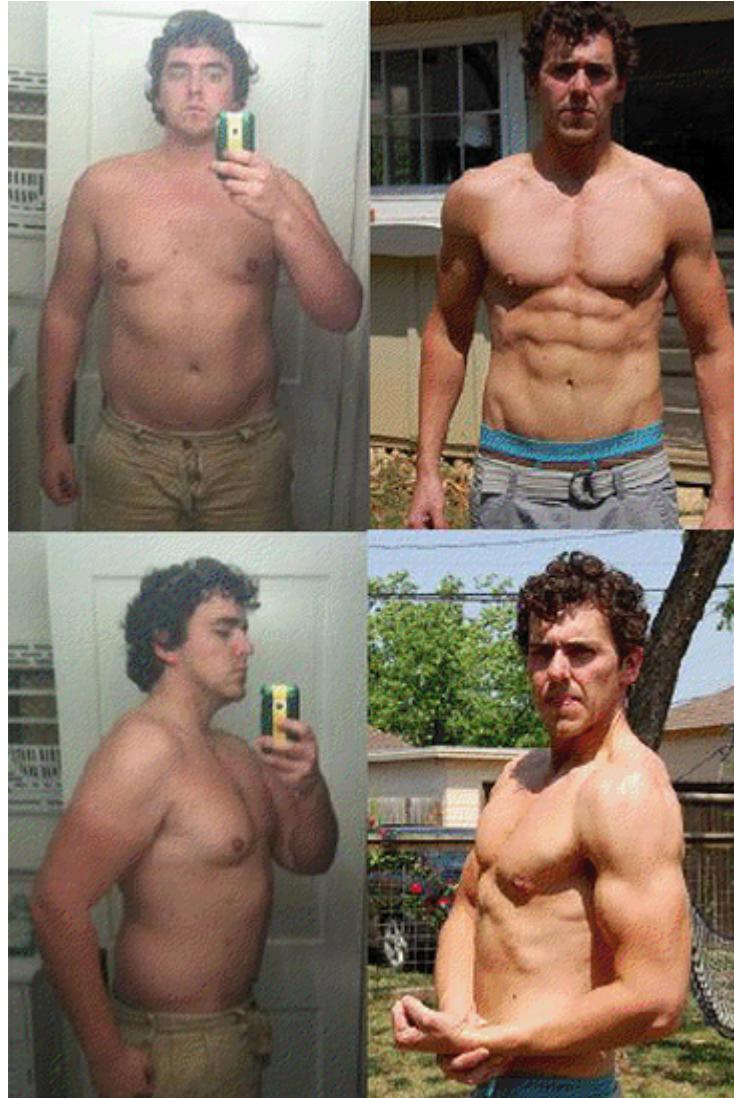
*Please keep in mind that all weights discussed in the book are fasted weights.



Adonis Index Success Story

Ben Niemeier

Ben Before the Adonis Index Ben After the Adonis Index



Go to this link to hear a full interview with Ben about his Adonis Index Transformation:
[Interview with Ben Niemeier**](#)**

Bens Story

“The Adonis Index approach makes sense and it’s probably what you have been looking for”

In the past I never realized in how bad shape I was. Due to my fat storage pattern I had almost no fat on my abs and it was stored on other body parts instead, so my stomach was pretty flat, but I was far away from fit, I know that now.

I tried several approaches, I even did the whole paleo, evolutionary and natural way of eating stuff, whatever that is supposed to mean.

Then I found you guys. And all you said, it really made sense, plus you obviously walk the talk, because both you John and Brad are in a great shape.

Thanks to Adonis Index, I realized that I have to progress in my workouts, I have to watch my diet, but I don’t have to cut out social events. Quite the opposite. Before the transformation, I would just sit at home and came up with dozen excuses why not to go out, for example I would try to convince myself that I’m tired or something.

Today, I’m planning on doing something out all the time, it’s amazing. I’m not embarrassed about my look anymore and I feel really confident.

I can see small changes in my social life day to day and looking back, literally just couple of months, make me realize how glad I’m for trying the AI systems.

Now when I’m on a spotlight I don’t try to run from it, I enjoy it. People are asking me for advice and complimenting me on my look all the time and it feels great.

This is almost impossible to fully explain, you have to live it to believe and really understand how your looks contributes to the amount of success and happiness you have in your life.

I like to go to the public more and go out with other people, I never had that urge before. I transformed from introvert to extrovert.

I built muscles on specific parts of my body, leaned out and got close to my AI ratio and all this has contributed to a big change in my social interactions. The way I carry myself and act in different social venues is completely different. And all I did was spent my launch hour at the gym for several months and watched my diet a bit, nothing groundbreaking.

People think I have to live in the gym, but truth to be told I spend just my launch break doing weight training and that’s it. I don’t consume 8 protein shakes a day and I don’t worry about meal timing or macronutrients. And I go out a lot.

It's tough to be honest with yourself and admit that you are not in shape and that your social life sucks. However, if you can be that much honest with yourself, you are one step ahead and that means you CAN make the change if you decide and commit to it.

Just tell yourself this is where I am, this is what I need to do and let's do it.

The Adonis Index approach makes sense and it's probably what you have been looking for – simple to follow, without any outrageous fitness rules, flexible and within few weeks you will start seeing results, trust me - I am a living proof of that.

Go to this link to hear a full interview with Ben about his Adonis Index Transformation:
[Interview with Ben Niemeier**](#)**

Chapter 10

Where You Are Now: Calculating Your Current Waist and Shoulder Dimensions

Calculating your shoulder and waist circumference is how you will determine where you're starting. Keep in mind that both of these measurements are a circumference. That means the measuring tape goes around your body like a belt at both locations.

For both measurements stand in good posture with your shoulder back and chest out (as if you were standing at military attention).

I suggest getting a myotape for these measurements (you can get one cheap online, just search 'myotape'). If you don't have a myotape just use a regular tailors measuring tape.

Try your best to take your waist measurement after at least an overnight fast, and never take your shoulder measurement immediately post workout (it will give you inflated results).

Shoulder Measurement:

Take this measurement as a circumference of your entire upper body at the widest part of your shoulders. The measuring tape will line up with the top of your arm pit.

Waist Measurement:

Take this measurement right at your belly button as circumference (wrap the tape around your waist like a belt)

Ideal Adonis Index Waist

The ideal Adonis index waist by our calculations is **44.7%**.

The simple calculation for ideal waist = Your Height x 0.447

This is the waist size you should be aiming for to achieve your ideal golden proportions. Once you have achieved a waist measurement approaching this number you will then need to focus on building your shoulder up to approximately 1.618 x larger than your waist.

Step 1: Calculating Your Waist-to-Height Ratio

To measure your waist size, use a measuring tape lined up at your belly button, arms down at your sides, standing in good posture (no sucking in the gut).

Then, use the following equation to calculate your waist-to-height ratio:

<hr/>	÷	<hr/>	=	<hr/>
Waist Size (in.)		Height (in.)		Waist-to-Height Ratio

Step 2: Calculating your Current Adonis Index Score

To calculate your AI ratio, or score, measure the circumference of your waist across your belly button and the circumference of your shoulders about halfway between your nipples and your collarbone (at the widest part of your shoulders). Stand in good posture shoulder back chest out (as if you're standing at military attention).

Then, use the following equation:

$$\frac{\text{Shoulder Size (in.)}}{\text{Waist Size (in.)}} \div = \text{Your Adonis Index Score}$$

This quick two-step process gives you an accurate measurement of where your AI ratio is **right now**. At the end of this manual there is a Waist to Shoulder Ratio chart that will show you what your ideal golden AI ratio is for your height.

It's All Relative

Your perfect form is dependent upon your height. Every guy who is six feet tall has the same perfect waist and shoulder measurement goal; likewise, all men who are five feet, ten inches tall have a specific set of perfect measurements that are different from a man that is six feet tall. Your perfect AI score is unique to your height.

What About Somatotype?

You might think you can't possibly have the same predetermined perfect form as every other man your height; after all, we're all shaped so differently aren't we? What if you're just "big boned" or naturally skinny or...whatever?

If you look at the anthropometric data on human bodies, **you'll see we are actually very similar in size when we remove any excess fat**. In reality, the one factor that most strongly associates our muscle size and shape is our height, and that is precisely why your height-to-waist ratio first determines your AI ratio.

Somatotype or being “big boned” or skinny doesn’t matter that much if you have a good workout and nutrition program in place. You can always bring your body closer to its ideal size and form.

You and almost every guy of your same height will all converge on *one perfect body size.*

It doesn’t matter if you think you’re naturally thicker or thinner than the next guy over; once you start working out to achieve the perfect AI score, both big and skinny guys will arrive towards a very similar final ideal size. **Think about it, most fitness models, bodybuilders and top level athletes all end up converging on a similar body size when they’re at their leanest and most muscular.** You won’t be any different.

Like we’ve said before very skinny guys likely already have a golden waist to shoulder ratio, but grossly undersized for their height. On the other hand very bulky endomorphs could have a very large waist with even larger shoulders and approach a golden ratio but be grossly oversized (and downright fat).

It may take longer for some outliers to move towards the overall ideal proportions at the ideal waist, but for the vast majority of us it’s not an issue at all and the ideal waist and shoulders should be our goal.

Lean Mass and Weight

You can use the following charts to get a rough idea of your lean mass and weight requirements. In general, if you are sure that you are an ectomorph or endomorph you will need to add or subtract 7 from the mean. Then you will have to add between 5 and 15 pounds of Lean Body Mass to account for the muscle mass you will probably need to

build to get to your Adonis Index. It sounds confusing, but I've laid it all out in a chart for you.

HEIGHT	Average LBM	Average Increase*	Target End Weight
5'4"	106	108 – 116.5	111 - 128
5'5"	113	116 – 124.5	119 – 138
5'6"	120	123 – 132	132 - 146.5
5'7"	127	130 – 140	140 – 155
5'8"	134	137 – 147.5	147 - 164
5'9"	141	144.5 – 155	155 - 172
5'10"	148	152 – 163	163 - 181
5'11"	155	159 – 170.5	171 – 189.5
6'0"	162	166 – 178	178 - 194
6'1"	169	173 – 186	186 – 206.5
6'2"	176	180.5 – 193.5	194 - 215
6'3"	183	187.5 – 201	201 - 216
6'4"	190	195 – 209	209 - 232

*Assuming a 5 to 20% increase in Skeletal Muscle Mass as a result of weight training. While 20% represents a VERY large increase in muscle mass, it still is not the upper limit of the 3rd Standard Deviation for each height. So it's a high number, **but still not maximal for all people.**

As an example, for the average 5'10" mesomorph, the weight range I expect you to hit your perfect Adonis index is between 163-181lbs.

However if you are a true ectomorph, I would subtract 7 from this range to get 156 – 174lbs, and if you were a true endomorph I would add 7 pound to this range to get 170 – 188lbs.

There are a couple of points I need to address.

First, the people who are at their ideal Adonis Index at 156 pounds or 188 pounds at 5'10" are very rare, most of us will fall closer to the middle range. True endomorphs and elite athletes can add 7 pounds to these ranges, but typically not much more than that.

As an example, the seven wide receivers who played on the 2003 AFC champion winning Indianapolis Colts were on average 5'11", with 173.5 pounds of Lean Body Mass, and the 11 defensive backs on the team were 5'11" and had 179.3 pounds of Lean Body Mass. If you add 7 pounds to our range for 5'11" you would get an upper limit of 177.5 **so these professional athletes were very close to where I would calculate them to be**, given their training and exceptional athletic ability [Kraemer W, 2005].

And it's not only the pros. We can look to NCAA athletes to see how the "Rule Of 7's" also applies to high level strength and power athletes.

In a study published in 2004, the heights, weights and body fat of over 100 defensive backs were measured. As an average they were 5'11 and just over 176 pounds of Lean Body Mass. The receivers were also measured. Their average height was 6 foot with 176.5 pounds of Lean Body Mass [Secora CA, 2004].

It's not just the football players that are examples of the "Rule Of 7's".

In 2006, a study published in The British Journal of Sports Medicine examined 20 'super 12' rugby players (largest and pre-eminent professional Rugby union competition in the Southern Hemisphere).

The study examined the heights and weights of 9 forwards after they had taken part in a 10 week intensive weight training protocol. At the end of the protocol they had approx 180 pounds of lean body mass at a height of 6 foot and a half inch [Slater GJ, 2006]. This is almost exactly the amount of lean body mass I would expect to see on a professional athlete who is slightly over 6 feet tall.

So as you can see, these exceptionally lean, well-muscled and strong athletes fall roughly within my "Rule of 7's".

Importantly, what they are not is 20 or 30 pounds outside of my range. Keep that in mind the next time you are reading the weight gain claims on internet forums and websites.

So the “Rule of 7’s” is able to predict a good estimated Lean Body Mass for even top level athletic men, and should serve as a target weight range for anyone trying to reach their ideal Adonis Index, which brings me to another point:

This is the weight I expect you to hit your ideal Adonis Index at, **NOT the weight that will make you look like a contest ready body builder.**

Again, think of an in-season NCAA football player in a power and speed position, not a tanned and oiled body builder at center stage. I expect most men to be able to reach their Adonis Index **at a body fat level of between 8 and 10%.**

Beach ready, possibly even magazine cover ready, **but not ‘contest’ ready.**

Chapter 11

Other Ratios: Arms, Legs and Neck

The Adonis Index ratio is clearly the most dominant and influential body proportion and takes into account the size and shape of your chest, shoulders, upper back and waist. Other measurements on your body that are not incorporated into the Adonis Index ratio are the upper arm, the forearm, thighs, hips, calves.

So far there is no definitive research indicating that these other measurements need to be at any specific size or ratio to affect the overall appearance or attractiveness of your body.

That doesn't mean these other muscles shouldn't be developed, it only means that there **has never been research done to quantify what exact size these muscles should be** to enhance the power and presence of your body.

(As a note, you'll see claims and measurements for other body parts everywhere online. However, these are simply personal opinions and anecdotes and not research driven - just so you know)

Ultimately, you really don't have to worry about it because I've built the [Adonis Index Workout](#) programs to include a balanced amount of arm and leg work to compliment the work on the primary Adonis Index muscle groups.

In other words your arms and legs will get enough work in this program to fit with your chest back and shoulders.

NOTE: There is one circumference that can be extremely useful when you are dieting.

If you're going to be dieting to lower your waist circumference and if you are you're probably going to be somewhat worried about losing muscle mass while you are dieting.

Luckily, research has found that in relatively lean men (~15% body fat), the neck circumference can be used to determine any loss of muscle mass more accurately than any other measurements.

Simply put, if your neck circumference drops by more 2 inches it is a good indicator of muscle loss. [Friedl KE, 1994].

So when you are dieting, there are actually 3 circumferences you should keep track of, your waist, your shoulders, and neck once you hit roughly 15% body fat. These numbers will help guide your weight loss as well as keep you aware of any potential muscle mass losses.

Chapter 12

An Unfair Advantage: Why Your Adonis Index Matters

Now that you know what you're perfect form is, it's time we talk about why it matters.

Men who have a perfect AI ratio experience a different kind of attention from both men and women that they can only achieve once their bodies approach this specific proportion.

People have an unconscious reaction to this proportion that you cannot manufacture any other way. Research shows that women are the most attracted to a man with a golden (ideal) Adonis Index ratio [Dixon 2003, Dijkstra 2002]

It might sound unfair, but it's reality...

(In fact, based on client reports, the “magic” starts happening once you arrive at an AI of 1.5 or greater)

If you can build your body into these proportions (or even get close), you will begin to reap the benefits only a select few people ever experience.

Men with this proportion will capture the attention and stare of all people the same way a gorgeous woman can literally put people into a trance when she enters a room.

Evolutionary psychology research tells us that **people are evolved to be attracted to and seek out other people who display what is called genetic fitness**. Guys seek out the same attractive features in women because they indicate her genetic fitness.

Likewise, women seek out the same thing in all men from a purely physical standpoint. The most attractive and genetically fit form is a perfect AI Ratio.

This effect doesn't stop at physical attraction; it also seeps into each person's evaluation of you as a whole.

You and I might not like to admit it, but we will both size someone up and make a judgment about their personality intelligence, sense of humor and overall life within the first five or ten seconds of laying eyes on him (or her). This is the proverbial first impression, and you should make no mistake about it: People size you up before you have even spoken one word to them.

Because people judge you this quickly, it's in your best interest to use your look and your body to your advantage. Again, this might sound unfair but it's the way people really are.

For example, if you and I have the same levels of career success, similar senses of humor, more or less the same levels of facial attractiveness and the same clothes, but I have a noticeably better AI ratio, I will receive more attention and a more positive response from almost everyone we meet.

This is how a golden Adonis Index Ratio can create and unfair advantage for you in more or less all areas of your life. We call this reaction and social power "The Adonis Effect".

Special Note:

I expand on this with the help of my colleague Brad Howard at the end of this book in a special BONUS CHAPTER. You can find it after the references.

Adonis Index Success Story

David Donoghue

David after the Adonis Index



Go to this link to hear a full interview with David about his Adonis Index Transformation:
[Interview With David Donoghue**](#)**

David's Story

“You Can Stay Lean and Still Be Building Muscle.”

I was amazed by how good the pictures came out at the end. It was definitely a big improvement compared to four months before working out with the Adonis Index systems.

I never really knew what to do to get in shape, how to work out, never paid attention to how I lift or to what I ate and my body was a good evidence of this approach.

Once I went through the Adonis Index program I was like, this really makes a lot of sense, it's no "bro-science" you hear in the gym or marketing claims you are faced to everywhere else.

This was logical and based on real research.

The best part of this system is that you can look good all year round.

I tried bulking in the past, but I looked awful. Now I'm training with the Adonis Index and I'm both lean and muscular. I achieved it by taking steps that most people are afraid of or don't believe in and they usually end up spending fortune on supplements and useless programs.

I really feel like I have this part of my life handled. I can go to any pool party I want and feel confident with my shirt off. I don't have to live my best "pool party years" overweight, tricking myself into thinking there are muscles under that big layer of fat and hoping one day it will melt away and I will look like a fitness model.

Now I can look good 24/7, 365 days a year and still be making progress and keep gaining muscles. This is why it's so amazing. I can be literally shredded and still be able to gain muscles, which is something that most of your gym buddies, trainers or marketers would tell you is impossible!

People are impressed by my transformation and final look, they keep asking me what is it that I'm doing differently that I look so great and they seek advice from me on can they transform their own physique.

It's a whole different world for me right now. A lot has changed, but in a good way.

My advice?

Stop worrying about your weight, nobody cares, you are not walking with your weight printed on your back.

What are important are your body shape and your body proportions.
Get Adonis Index, be consistent with your workouts and you will be able to build muscles while staying lean all year long.

You will look good even without your shirt off and will never have to do bulking ever again.

Go to this link to hear a full interview with David about his Adonis Index Transformation:
[Interview With David Donoghue**](#)**

PART 3

Chapter 13

Building the Perfect Adonis Index Ratio

Now that I had done all the research and discovered that the Adonis Index was the shape I was looking for, I set out to determine how to build it as fast as possible.

I realized that, instead of enhancing it, many of the workout routines I'd experimented with over the past few years weren't really helping me build a better ratio and in some cases might have actually made it worse. I had tried athletic training, power lifting and traditional 'get big at all cost's bodybuilding, and most of it was either getting me no closer to my ideal AI score and in the worst cases making my AI score worse.

This is an extremely important yet often-neglected point of weight training...

Muscle growth is site specific

In other words, if you train your left bicep with bicep curls, your left biceps will grow larger – however curls will not cause your calf muscles to grow.

So just as you can use weight training to improve your Adonis Index, you can also use it to alter your physique and proportions for the worse if you don't know what you're doing.

You can create a thicker waist with weight training, you can create disproportionate imbalances between your left and right sides, or your front and back musculature, or your upper vs lower body.

In short, if you train out of balance and out of proportion, your body will end up out of balance and out of proportion.

I realized that I needed to create a workout system that had the goal of improving the Adonis Index Ratio as the base and driving goal. This is now the underlying theme and driving element behind each workout that I build including this latest version of the [Adonis Index Workout System](#).

I'm revisiting the science of exercise with new vigor and a new purpose!

Building a perfect AI isn't easy; it takes work and it takes a well-designed workout program. It isn't the sort of form you will accidentally build if you don't know what you're doing in the gym. Every step of the way must be calculated and designed to get you closer to your ideal AI score.

It's amazing how far off the mark so much workout advice is in modern magazines when it comes to building your AI. As an unsuspecting reader, you could easily be misled and start doing a new workout routine that might actually make your body look worse.

Goal Hijacking

Many pro athletes and bodybuilders have adopted power-lifting programs and exercises; however, getting too far into the powerlifting culture can distract you from your primary goal.

Don't get me wrong, I'm a big proponent of power style training and it definitely has its place in every workout routine.

The [12 week Muscle Building Foundation program](#) that I designed is heavily based in powerlifting with specific attention to building maximum overall mass while focusing on the Adonis Index Ratio.

But the problem with powerlifting comes in when the **culture of powerlifting** takes over and starts to hijack your primary goal of building a better AI ratio and improving the overall muscular look of your body.

I spent a couple of years doing very serious powerlifting and I can tell you that the powerlifting culture can quickly seduce you into thinking that being strong at all costs (including the look and shape of your body) is a good idea.

Being fat is viewed as being manly, and being lean and in shape and actually training arms is picked on and made fun of.

I think the basic powerlifts are very useful, but be careful with the culture as it can quickly steer you off course and you can end up 50lbs overweight obsessing about your next bench press session hoping you can lift 2lbs more than you did last time...and for what?

Simply to say you're lifting 2 more pounds?

Remember that lifting weights is just a tool to get your body into a shape and look that you want, don't let the lifting itself turn into the goal (unless you were 100% sure that lifting weight in competition is what you wanted in the first place).

The next common style of resistance training that can hijack your goals is athletic or so called 'functional' style training. It's fine to work out for the sake of becoming better at a specific function, movement or sport, but if this isn't your specific goal, this type of training cannot do much for building your body into its best shape.

Once you start in on athletic/functional training, it's easy to get caught up trying new and strange looking exercises simply because they're different. This is another example of letting the novelty of a new movement pattern hijack your real goal. When you see someone doing curls or squats on a bosu ball think to yourself

"Does this person really care about being able to balance on a ball while doing curls, or do they just want better biceps?"

Athletic style training can definitely change the shape of your body if you start becoming competitive in a given sport, in this case your form will be dictated by your function.

For example; if you want to become a competitive cyclist you will most likely have disproportionately large legs and a small looking upper body.

Likewise, competitive swimmers have an oddly square look to their shoulders with disproportionately underdeveloped chest arms and traps.

In both cases the type of sport and training they do ends up reshaping their body in that function. Functional and athletic style training has its place if you really need to work on getting better at specific movement pattern. But other than that, it's just a tool like anything else in the gym.

(NOTE: Most AI clients notice that with AI style training, general athletic performance does actually GO UP. In other words, if you're looking to kill it in your softball league, your overall base level strength increases will translate over to your performance. You'll see)

Be very careful with the style of workout you choose as they can re-shape your body in ways you might not have anticipated or even wanted. All exercise is still good for you from a general health stand point, so I'll never say that any routine is down right wrong, **but they're all means to a greater end**, that being the look and shape of your body.

Finally be aware that many training styles like powerlifting and athletic training can turn into a culture and an identity that can quickly lead you away from your original goal (think of the Crossfit phenomenon). Stay clear and on target with your goal and then choose workouts that fit for your goal.

Don't let a training style or an ideology hijack your goals, steering you away from what you really want. Just be honest with yourself and remind yourself why you're working out in the first place.

If your primary goal is to be strong in the three main power lifts, then powerlifting is the style for you.

If you are trying to improve your specific skills in a specific sport (and are getting paid to do it), then sports specific 'functional' training would be a good choice.

However, you need to be absolutely clear on what your true goals are, as your time in the gym is limited (a person who works out for 1 hour a day, 5 days a week only spends about 3% of their week working out) so you must use that time as wisely and strategically as possible.

Spending time doing exercises because they are new or cool can rob you of time you could have spent on exercises that move you closer to your goals.

Adonis Index Success Story

Allen Elliott

Allen After the Adonis Index



Go to these links to hear interviews with Allen about his Adonis Index Transformation:

[Interview #1 With Allen Elliott**](#)**

[Interview #2 With Allen Elliott**](#)**

Allen's Story

"I never wanted to have the conventional bodybuilder look. I was always looking for more of a Hollywood body shape and looking good 24/7 and this exactly what I have achieved through this program"

When I was young I was always training for performance and wanted to be bigger, stronger, faster. But what is the goal of that? Go to the gym and just lift heavier weights? I was stressed, frustrated about this all the time.

Now training for look only, I am stress free and I look 100% better.

Being in an exceptional shape and having the perfect Adonis Index is the ultimate goal, plus it's also a measurable goal. It helps you define the purpose of your training and gives you something to shoot for.

Once I got in shape a friend of mine invited me to a fitness show. I never did something like that before and I had some free time, so I decided to do some research online and read on what others have to say about the contests on the forums.

However, I was discouraged by what I have read on bodybuilding forums. Today I understand that what you read on those forums is not applicable for natural bodybuilder and regular guy like me and you.

Adonis Index Workouts are all about the natural look and symmetry. They are great for not only getting in a great shape, but also the workout protocols and advice is applicable for drug free bodybuilders.

After a few months of training with the Adonis Index systems I went to the show with confidence and knowing I had a good symmetry. Big difference compared to those big bulky bodybuilders, who give advice on the bodybuilding forums where I tried to seek advice before.

Adonis Index systems are look based not performance based and when you are going to the show it's all about the look, you are judged by how good you look, not how strong you are or how high you can jump. The same goes for when you are on the beach, you are judged by the same criteria.

I never wanted to have the conventional bodybuilder look. I was always looking for more of a Hollywood body shape and looking good 24/7 and this exactly what I have achieved through this program.

I have a confidence in this workout and I received a lot of positive feedback from the judges on my figure, which this workout helped me build.

Thanks John.

Go to these links to hear interviews with Allen about his Adonis Index Transformation:

[Interview #1 With Allen Elliott**](#)**

[Interview #2 With Allen Elliott**](#)**

Chapter 14

Putting It All Together

Let's review the main points we covered. We'll start with the false assumptions that are perpetuated by the fitness media and then the truth about each one.

False Assumption 1: Being the biggest guy should be your goal, and all you need for life success is to be bigger than everyone else.

Truth: Men and women alike have a bias against people who are too large. Bigger at all costs isn't better, and in reality there is a definable perfect size that we all should be striving for. This specific size is basically the maximum amount of muscle you can build without steroids.

False Assumption 2: The body of a fitness model or bodybuilder is:

- a) Achievable without drugs
- b) A look that most people want and are attracted to

Truth: You really have no way of telling whether or not a fitness model or bodybuilder is on drugs, nor can you tell what kind of drugs, how many different drugs or even if they have ever taken drugs. This sets a false look that many people strive for when reading fitness magazines and media. Don't kid yourself, **many more pro athletes, fitness models, bodybuilders and celebrities are on more drugs than you could have ever guessed, even ones you would consider to be “skinny”.**

The look of success and the look we should strive for is a classic powerful body proportion that is governed by The Golden Ratio and achievable without steroids. In fact, steroids will *ruin* this look and eventually push you to a realm of obscurity.

False Assumption 3: That drug enhancement is necessary to build your body into the size and shape that you want.

Truth: In reality, high doses of steroids and high powered stimulant drugs can make you look fake and unnatural. This is simply a sign of true insecurity, and by using large amounts of drugs and vastly and haphazardly increasing your muscle mass **you are literally wearing your insecurity like a bright yellow badge.**

Your body is your single greatest asset. Actually, you and your body are not separate things – you ARE your body. Your self perception and your identity are linked to your body, and you can never truly be successful in all areas of your life if you’re body isn’t built for success as well. Your health, vitality, energy and vigor spring from your body and its condition. The better built your body is, the better built you are for success.

False Assumption 4: The look of your body doesn’t matter and is just a superficial pursuit if vanity.

Truth: This is the only life you have (as far as anyone can prove or remember) and keeping your body in top physical condition and looking its best is vital to a satisfying long successful life. If you happen to be one of the lucky people who have a fully functional and healthy body you are a fool if you don’t do whatever you can to keep it in its best shape possible.

Remember, the Adonis Index is not just a measure of a physically attractive body, it is also a very strong indicator of overall health.

False Assumption 5: You have to settle for the genetically predetermined shape of your body, and we're all shaped differently.

Truth: With the right workout you can always bring your body closer to its perfect proportions of the golden Adonis Index ratio. No matter where you are starting from (skinny or heavy) you can close in on a perfect AI score and reap the benefits.

The “Adonis Effect” is a powerful subconscious effect your physical presence can have on all other people around you (think of it as the ultimate first impression). This is completely within your control to manipulate and harness to your total advantage.

False Assumption 6: That people don't judge you based on your looks and will actually wait to get to know you first.

Truth: People will absolutely judge you the minute they look at you, it is within your power to change how this impressions is made to your advantage (see bonus chapter for details)

False Assumption 7: That people can and will find the same virtue out of all people in all shapes and sizes and disregard body shape and size.

Truth: People are genetically and evolutionarily hard wired to seek out and be attracted to people who display the highest degree of genetic fitness. For a man this means a fit highly muscular, lean, powerful and healthy looking body as measured by an ideal Adonis Index ratio.

The closer you can get to a perfect AI score of 1-1.618 (waist-shoulder ratio) the stronger reaction people will have towards you as you are displaying a greater sense of genetic fitness.

This is a root level subconscious reaction that we can't control, but we can use to our advantage.

(As an aside, there is ample research that shows that women in the fertile stages of their cycles are magnetically attracted to this look. So much so that they are more likely to **CHEAT** on their current lover with a man that sports an ideal ratio, and even more so if her current lover is in poor to average shape)

The research into body proportions and physical attraction and social dominance has lead me to the conclusion that the single most important thing you can do for yourself from a physical fitness standpoint is to build your body into it's ideal Golden Adonis Index Ratio.

Adonis Index Success Story

Herman Douglas

Herman After the Adonis Index



Go to this link to hear an interview with Herman about his Adonis Index Transformation:
[Interview With Herman Douglas](#)**

Herman's Story

“I have a personal trainer certification, but until I came across The Adonis Index I really had no understanding about fitness and health whatsoever”

I've been working out for quite a while and I have a personal trainer certificate, but while I thought I knew a lot I was completely unaware of how unfit I really am and truth to be told, I really didn't know that much as I thought I did. In reality I knew only what the supplement companies and fitness magazines wanted me to know, how pathetic.

After a friend of mine made fun of me on a party and basically told me to lean out, I asked my wife to take a picture of me to prove my point that I look good. When I saw my back shot I was stunned, there was a lot of fat on my back I didn't even know about. I never seen that, it was hiding from me and I never noticed it in the mirror of course. A friend of mine was getting pretty decent results using the Adonis Index, it was obvious that he is on to something, so I tried the system.

Well, it worked...and better than I expected.

To this day I lost 35 pounds and went from 210-overweight to 175-can-see-my-six-pack guy.

I would never believe that I would get so lean that I would actually see my abs changing its look based on the specific food I eat...incredible.

I always looked sort of good in a shirt, but I would be anxious about taking it off, this has drastically changed in the last few months.

Now I understand that in order to be bigger and more masculine, you actually have to lose fat and get lean. While it may sound illogical, this strategy works compared to the reversed approach I tried in the past where I was overeating, making sure I got all my protein and stuff like that.

That old approach was so dumb, it doesn't work. I tried it and only got fat and felt terrible.

I don't feel like crap anymore, I feel and look great.

Now I am wearing size 32 instead of 36.

Today when I look at myself in a mirror, all I can say is "wow".

What about you, when is the last time you stepped in front of mirror and said "wow"?

The Adonis Index program allowed me to experience this and helped me transform my body.

Go to this link to hear an interview with Herman about his Adonis Index Transformation:

[Interview With Herman Douglas**](#)**

BONUS CHAPTER

First Impressions and the “Halo Effect”

(By Brad Howard)

Wikipedia does a pretty good job of [summing up the halo effect](#):

“The halo effect refers to a cognitive bias whereby the perception of a particular trait is influenced by the perception of the former traits in a sequence of interpretations.”

In other words, if someone views one of your traits as a “good” trait, then that person will assume your other traits are equally as good. People generally see other people as, to some degree, “good” or “bad” across the board rather than think of other them in mixed terms.

Attractive people tend to have it easy when it comes to the halo effect, because people often judge them as having more desirable personalities and skills than average-looking or unattractive people. This is undoubtedly why companies use celebrities to endorse their products. These famous people usually have no expertise as far as evaluating the product goes, but because we see an attractive celebrity endorsing the product, we’re apt to think the product is good – or, at least, worthy of checking out.

Take a look at a few of the researchers who’ve studied the halo effect:

- **Edward L. Thorndike:** Thorndike was the first person to use empirical research to support the halo effect. Back in 1920, in a published psychology study, he asked commanding officers to rate their soldiers and found high cross-correlation between the positive and negative traits the officers provided.
- **Solomon Asch:** Asch conducted a study that suggests because we see attractiveness as a central trait, we’re likely to presume all the other traits of an attractive person are as equally attractive (and thus, sought after).

- **Harold Kelley:** Kelley involved the halo effect in his implicit personality theory, suggesting the first traits we recognize in other people mold our expectations and later influence our interpretations and perceptions of their other traits.

To break it down even further, the “Halo Effect” can be divided into two distinct phenomenon: value attribution and diagnosis bias.

Value attribution is basically a quick mental shortcut that determines what’s worthy of our attention. It’s an inclination to imbue a person or thing with certain qualities based on an initial perceived value, no matter how irrelevant the factors are.

A book’s cover, for example, is an irrelevant factor when it comes to determining the value of the book’s content; however, even if subconsciously, people “judge a book by its cover” *all the time*.

Diagnosis bias takes value attribution a little further. Once someone labels you with a certain value – or diagnosis – that person will, according to studies, ignore objective data about you (like the bad stuff) in order to keep in line with the previous assessment of you.

It simply takes far too much time and effort to constantly formulate new opinions of each person you know with every new piece of information you gain about them.

Therefore the Halo Effect and the first impression you get from a person will always frame everything else you ever learn about that person.

This represents some serious power

With these two factors, the Halo Effect represents the **king** of first impressions because people look at you and make a snap judgment of you *as a whole* based on just a few key factors – your body being one of the most important of them all.

For example, most people view those that are overweight as being irresponsible and lazy, **EVEN THOUGH** there is no **ACTUAL** universal correlation between being fat and being lazy.

In other words, not only is someone instantly assigning you a “label” (that you can’t shake), but that “label” **ISN’T EVEN CLOSE TO BEING TRUE!**

Let that last sentence simmer in your head for a bit.

Contrary, if a person looks at you and has a favorable first impression, that person will immediately and subconsciously group you into the “good” category.

Those favorable first impressions are lasting and it’s very hard to change them. This is why people known as ‘screw ups’ get yelled at much more than those that rarely screw up. It’s as if people don’t ever acknowledge when the favored person screws something up.

And let's not forget how easily we “put the blinders on”...

If someone asks you about your friend Tom – a guy who has a nice mix of both good and bad traits – you won’t say, “Well Tom is great at this, but sucks at that.”

You’ll say, “Yeah, Tom’s a good dude.”

I’m sure you can now see the **raw power** of the Halo Effect and how it can be used for good or evil. In reality it’s just a tool, but a *very* seductive and manipulative tool.

Of course, you have to understand that the Halo Effect doesn’t only work in the positive direction; it can also work against you with the “reverse halo effect” or the “devil effect.” This is why people say that they understand what you’re like just by looking at the

cleanliness of your car, or your shaggy hair, or your wrinkled clothes... (Think of a bum on a street corner: What does he or she look like? What snap judgments do you make about their life and who they are when you see them?)

The bottom line is that people pass judgment on you very quickly. **One good trait can influence the way people perceive you as a whole.**

By improving your Adonis Index, you greatly improve the way people judge you and this influence *can and will* stick with you for *a very long time*, as most people ignore other objective data about you once they've "diagnosed" you with a certain label.

Remember: You have about six seconds to get the Halo Effect to work in your favor, and one of the most powerful things you can do to create a positive Halo Effect is having a superior AI score.

By now you're probably realizing that your body and your overall look is tied to your career success, your relationship success and your overall social success through the Halo Effect and the evolutionary attraction to genetically fit people.

It might appear on the surface that your career, your relationships and your friendships should have nothing to do with each other, but the reality is they have *everything* to do with each other. All these areas of your life are intertwined and each factor tells an accurate story about the others.

The Golden Ratio is at the root of what drives human attraction, perception of beauty, efficient growth and the structure of the perfect human form. When applied to the human male body, The Golden Ratio can dictate influence over people. This unconscious influence is called the **Adonis Effect**.

The Adonis Effect is the answer to:

- Why your body matters in all areas of your life.
- Why your body is the most powerful tool you have for all your success in life.
- How you can use it to your advantage in your career, your relationships, your social life and every other aspect of your life.

You've only got one shot to make your life worth something, and it all starts with the Adonis Effect.

Adonis Index Success Story

Kidafi Byer

Kidafi After the Adonis Index



Go to this link to hear an interview with Kidafi about his Adonis Index Transformation:

[Interview With Kidafi Byer**](#)**

Kidafi's Story

"I was surprised and amazed by the results. I never had so much muscle and such a muscle definition before"

Before training with the Adonis Index I was tired of being called the skinny guy, I wanted to put on some muscle. I tried to seek some advice on bodybuilding forums and in magazines, but unsuccessfully. I was left with no idea what to do to get in shape and I had to rely on the workouts I created myself based on what I have read on the forums.

In the end I got no results from them at all.

At this stage I thought that I needed to eat more protein bars, eat every three hours and that I have to be 200 pounds to look good. Not only that this approach was pretty annoying and inflexible, but I also had troubles gaining even one pound of muscle.

Then I came across the Adonis Index.

I tried a lot of things in the past, but I thought let's give the training programs one more chance and I got myself a copy of the Adonis Index program.

I was surprised and amazed by the results. I never had so much muscle and such a muscle definition before. I look better after following the Adonis Index and eating less food than I looked when I followed the conventional fitness eating and training advice on bodybuilding forums.

Now I understand how my body works.

My advice is, just be consistent and follow the program, give it enough time, try to understand how your body works, lift heavy, challenge yourself, get out of your comfort zone on regular basis, listen to your body.

It's not about any special magic food or ingredient in the supplement. It's about a quality workout program that can also make you more knowledgeable so you won't fall for every marketing trap and bad advertising.

Get the Adonis Index program, it's worth it and it's the best.

Go to this link to hear an interview with Kidafi about his Adonis Index Transformation:

[****Interview With Kidafi Byer****](#)

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APPENDIX 1:

Calculating your Waist Size and Shoulder Size

Step 1: Calculating your Waist to Height Ratio

Measuring Waist Size: Use a measuring tape lined up at your belly button

Use the following equation to calculate your Waist to Height Ratio

<hr/>	÷	<hr/>	=	<hr/>
Current Waist Size (Inches)		Height (Inches)		Waist to Height Ratio

Step 2: Calculating your Current Adonis Index Score

To calculate your Adonis Index Score measure the circumference of your waist across your belly button and the circumference of your shoulders about halfway between your nipples and your collarbone (across the widest part of your shoulders).

<hr/>	÷	<hr/>	=	<hr/>
Shoulder Size (Inches)		Waist Size (Inches)		Your Adonis Index Score